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## PEFC Endorses Tree Farm

**THE AMERICAN TREE FARM SYSTEM®** (ATFS) has been endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC) after a rigorous 14-month review.

“The demand for sustainably-procured wood is rapidly increasing because more businesses

and more consumers are stepping up to the plate on issues like climate change,” says Ben Gunneberg, Secretary General of PEFC International. “PEFC endorsement means that more American growers can now serve this rapidly growing market.”

*Continued on page 8*

## Americans Welcome Environmental Labels

**A RECENT SURVEY SHOWS** most Americans appreciate eco-labels — and a lot of them are familiar with Sustainable® Forestry Initiative (SFI®) labels.

The national telephone survey conducted by GfK Roper Public Affairs & Media and the Yale School of Forestry & Environmental Studies found consumers believe it is important or essential to have eco-labels that describe the environmental impacts caused by the manufacture, use and disposal of products.

When they were asked how familiar they are with five eco-labels, 19 percent of respondents said they are familiar with the SFI label and 12 percent with the Forest Stewardship Council.

“These results suggest that manufacturers who offer high-quality and credibly labeled eco-friendly products will have opportunities to gain a competitive edge,” says Graeme Auld, a doctoral candidate at Yale School of Forestry & Environmental Studies.

## SFI Sponsors Green Habitat for Humanity Home



Maine Governor John E. Baldacci recently joined sponsors and contributors including Pat Sirois, coordinator of the Maine SFI Implementation Committee, for a ceremonial wall raising of a Habitat for Humanity home in Portland. Participants included (left to right): Steve Bolton, Habitat for Humanity of Greater Portland; Ethan Strimling, Director of Portland West; Sirois; James Brennan, Portland West Youth Building Alternatives, Betsey Greenstein, Maine President, Bank of America; Governor Baldacci, and Ashley Richards, National Association of Home Builders, Maine Chapter.

[To read more about the project, see page 2.](#)

## CERTIFICATION CHANGES PROPOSED FOR LEED

The U.S. Green Building Council is inviting public comments about proposed criteria for a more inclusive approach to certification in its Leadership in Energy and Environmental Design rating systems. See page 3 for more information and to find out how you can comment.

## FRA LOGGER TRAINING AND EDUCATION CONFERENCE

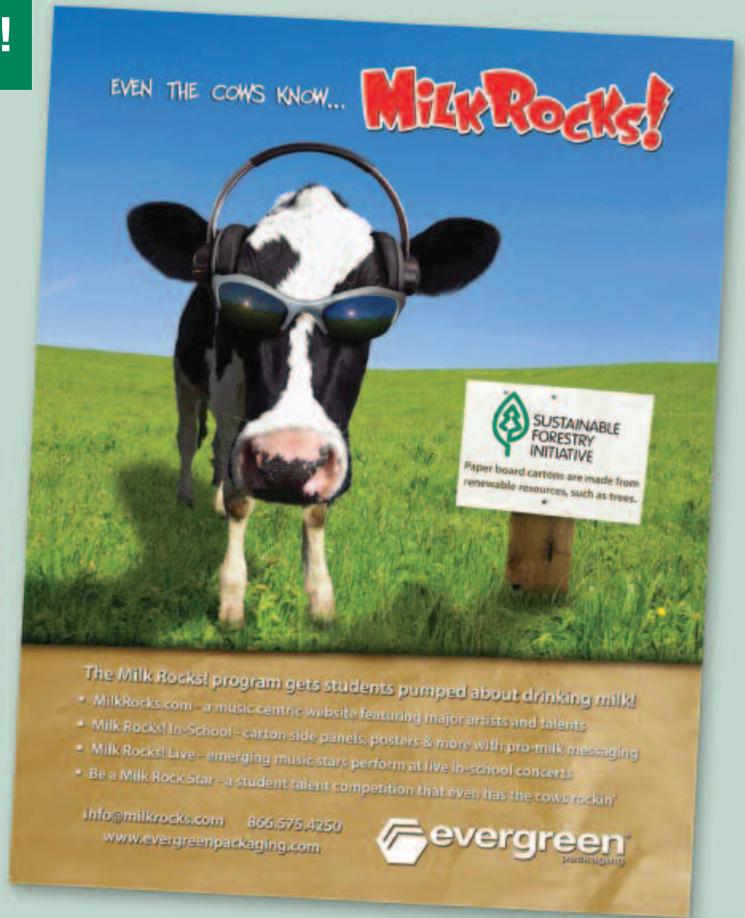
On September 22-23, 2008, the Forest Resources Association (FRA) and SFI Inc. will jointly host a two-day Logger Training and Education Conference at the Hilton-Minneapolis, immediately before SFI's Annual Conference.

The conference will provide opportunities for logger training and education program coordinators and others interested in logger training and education to hear about "leading edge" training modules, certification issues, and network with peers about administrative, financial and other issues.

For registration and detailed program information, visit [www.forestresources.org/bulletin\\_files/LTandEreg.pdf](http://www.forestresources.org/bulletin_files/LTandEreg.pdf) or contact Steve Jarvis at [sjarvis@forestresources.org](mailto:sjarvis@forestresources.org)

## SFI ROCKS!

Evergreen Packaging, the largest beverage packaging company in North America, is featuring an SFI message on its Milk Rocks! advertisements. Milk Rocks! materials spread the word about health, nutrition and exercise to school children across the United States.



## FIRST STANDARD REVIEW PUBLIC COMMENT PERIOD ENDS

The 60-day public comment period in the process leading to the SFI 2010-2014 certification standard and supporting documents has ended.

SFI program staff will synthesize the comments and post them at [www.sfiprogram.org](http://www.sfiprogram.org) before the SFI annual conference in September. Delegates to the conference will also have an opportunity to participate in a session about the standard review.

The first draft of proposed changes will be presented to the SFI Inc. Board of Directors in December, and then be posted on the website. Early in 2009, there will be a 30-day public comment period and regional stakeholder meetings and workshops across the United States and Canada. The new standard takes effect on Jan. 1, 2010.

SFI Inc. completes a review of its standard and supporting documents every five years, which is consistent with international protocols for forest certification standard revision cycles. This is the third public review of the SFI forest standard.

## UK TRADE ASSOCIATION CALLS FOR COC LABELS

The United Kingdom's Timber Trade Federation (TTF) is warning its members that builders may look elsewhere for building materials if they don't see a chain-of-custody label.

Rachel Butler, sustainability policy manager for the federation says members should not wait to be asked if products are certified. "There is a clear win-win situation, if the timber industry tightens up on labelling and documentation, the construction industry will be more willing to use timber and benefit from timber's unique environmental credentials."

## Maine SFI Sponsors Green Habitat for Humanity Home

THE MAINE SFI IMPLEMENTATION COMMITTEE has teamed up with Habitat for Humanity and the Bank of America to sponsor the construction of a house made of sustainable forests products donated by SFI-certified companies.

Maine is following the lead of the Minnesota SFI Implementation Committee, which is helping to build a Habitat home in Hibbing for Kelly Ritz and her daughter. Like Minnesota, the Maine project will involve SFI volunteers and donated resources — and will be the first Habitat home certified to the new National Association of Home Builders green building guidelines. The project will also involve Portland West Youth Building Alternatives.

Pat Sirois, coordinator of the Maine SFI Implementation Committee, joined Gov. John Baldacci and other guests at a ceremonial wall-raising on Aug. 12 for the SFI-sponsored home and three other Habitat houses.

"This is a fantastic way for SFI member companies to show they are committed to their communities as well as to responsible forest management," Sirois said. "The outcome will yield benefits for Portland, the environment, youth, the Matiyabo family, and every one of us who has the honor to be part of this effort."

Governor Baldacci thanked Sirois for bringing sustainable forestry to the forefront of green home building. "This energy-efficient house meets the long-term goals of providing a family with a home, and one that will be more affordable to maintain," he said. "This is an important milestone for Habitat and for affordable housing efforts in Maine."

SFI companies involved include Huber Engineered Woods LLC, LP Corp., Plum Creek Timber Co. Inc., Wagner Forest Management Ltd., Fraser Timber Limited, Seven Islands Land Company and SAPPI Fine Papers North America.

## NEW PROGRAM PARTICIPANTS

Starfire Lumber Co.

## NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

Bentley Graphic Communications, Pottstown, PA  
Corporate Express Document & Print Management,  
Omaha, NE

Craftline Printing, Fort Wayne, IN

Envision Graphics LLC, Bloomington, IL

JBM Envelope Company, Lebanon, OH

LeHigh Direct, Broadview, IL

McCarty Printing Corp., Erie, PA

Progressive Communications, Lake Mary, FL

Spicers Paper Inc. (12 locations)

St. Joseph Communications (4 locations)

Tangent Press Inc., Lenexa, KA

Unisource Canada Inc. (19 locations)

xpedx Canada, Inc. (3 locations)

## NEW SFI FIBER SOURCING AND PROCUREMENT CERTIFICATIONS

Bay Cities Container Corporation

## PROGRAM PARTICIPANTS

224

## AREA THIRD-PARTY CERTIFIED to the SFI 2005-2009 Standard

149.7 million acres (60.6 million hectares)

## CHAIN-OF-CUSTODY CERTIFICATES

262 (from 249 in June)

## CHAIN-OF-CUSTODY CERTIFIED LOCATIONS

(A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.)

726 (from 671 in June)

## FIBER SOURCING CERTIFICATES

31

## PEFC ANNEX 4 (U.S.) CERTIFICATIONS

PEFC chain-of-custody certificates 77  
(up from 69 in July)

PEFC certified locations 379  
(up from 258 in July)

## WHAT NEW SFI-CERTIFIED COMPANIES ARE SAYING

**Printed Specialties Inc.** (chain of custody): Gregory Smith, President of folding carton printer Printed Specialties Inc.: "These certifications . . . allow us to offer our customers environmentally responsible substrates that have come from certified forests. This in turn allows our customers to make their commitment to the environment clear in their retail packaging."

**The Garvey Group** (chain of custody): Ed Garvey, CEO of The Garvey Group, a network of print production, support and fulfillment divisions located in the U.S. Midwest: "Carrying the FSC and SFI certification logos on your print products tells the world that you support the highest social and environmental standards in the market place."

**Spicers Paper** (chain of custody): Tom Liotta, corporate and national accounts manager: "SFI chain-of-custody certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the paper products they buy."

**R.R. Donnelley & Sons Company** (SFI chain of custody): R.R. Donnelley & Sons Company has announced 15 more of its printing facilities across the United States have achieved SFI chain-of-custody certifications. Daniel Knotts, R.R. Donnelley

Group President: "Customers who draw on the breadth of our platform can turn to R.R. Donnelley for sustainability certifications that reflect their own environmental efforts. We will continue to support certification programs that embrace and encourage responsible forest management across the world."

**Graphic Technology of Maryland Inc.** (SFI and PEFC chain of custody): Graphic Technology of Maryland, Inc. (GraphTec) has earned certification to SFI Inc. and PEFC chain of custody in addition to its FSC certification. GraphTec President Russ Hewitt: "Customers who choose sustainable printing can be assured that the money they spend on paper is not going to sources that are harming the world's forests. Instead, they are supporting companies working to preserve and protect our forests."

**xpedx Canada** (chain of custody): Mike Kearney, group vice president, xpedx Canada, which received chain-of-custody certification to SFI, PEFC and FSC: "Achieving certification from these three organizations allows us to better serve the needs of printers because we can provide them with the certified papers their customers increasingly want today."

For more information, contact Jason Metnick.

## USGBC Proposing Certification Changes

**THE U.S. GREEN BUILDING COUNCIL (USGBC)** has taken the first step toward a more inclusive approach to certification in its Leadership in Energy and Environmental Design (LEED) rating systems.

USGBC has proposed changes to make wood certification programs meeting a set of measurable benchmarks eligible to earn points under LEED. The criteria are divided into four categories: governance, technical/ standards substance, accreditation and auditing, and chain of custody and labeling.

"We welcome this next step in the evolution of USGBC's review of how it addresses certification," says SFI Inc. President and CEO Kathy Abusow. "Other greenbuilding rating systems are already recognizing credible programs like SFI because they know we have independent governance, a comprehensive standard, excellent accreditation, and a thorough chain of custody

and labeling process."

USGBC is inviting public comments to determine whether the proposed criteria are appropriate, and if existing certification programs meet them. The first comment period, ending Sept. 7, will be followed by subsequent 15-day public comment periods until consensus is reached. When the reviews are concluded in 2009, USGBC members will vote on the new credit language. It will then be up to the USGBC to work with a third party to assess each program against the benchmarks.

SFI Inc. staff distributed information on the credit development process and how to submit comments. If you did not receive this email, and need more information or would like to submit comments, visit the USGBC website ([www.usgbc.org/DisplayPage.aspx?CMSPageID=1866](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1866)).

For more information, please contact Allison Welde.

## MEASURING THE IMPACT OF GREENFLUENCERS

By David Zucker

Green concerns are no longer the sole preserve of "owl lovers" and "tree huggers"; they've become thoroughly mainstream. Now ordinary consumers are looking for products that are environmentally responsible. But those who want to do the right thing face a daunting set of choices. There are confusing claims of "greenness" and many complex issues that must be factored into any assessment of a brand's green credentials. Most consumers don't have enough time or motivation to process all the information.

Instead, they tend to pay more attention to friends, relatives and third parties who take an active interest in the environment: we call them "Greenfluencers." To track down and profile Greenfluencers, we tapped into our Porter Novelli Styles database, a sample of 11,758 Americans, and asked a lot of probing questions. We identified a small core, 4.1 percent of respondents, who deliberately factor environmental awareness into their behavior and are influential in an active social network. These are the Greenfluencers.

The research shows that Greenfluencers are a bit younger than the general population with a mean age of 44 compared to 46 for the overall sample. They're ethnically diverse, more highly educated and more affluent. But they shop, like everyone else, at big box retailers. They thoroughly research products before they purchase them so actively seek out product information. Most importantly, they spread their opinions about products and companies to others and are highly active on blogs and in online discussions.

Just as consumers pay attention to what Greenfluencers are saying, so should brands and organizations. They have the power to promote or skewer a product or company's claim of environmental responsibility. They have a significant impact because of their connectedness to much larger groups of consumers.

**David Zucker** is Partner and Director of CauseWorks, the corporate responsibility and sustainability speciality of Porter Novelli, a global public relations company. The Greenfluencer report is posted on Porter Novelli's website at [www.porternovelli.com/site/pdfs/Greenfluencer\\_Porter\\_Novelli.pdf](http://www.porternovelli.com/site/pdfs/Greenfluencer_Porter_Novelli.pdf)

If you have an item you think would be of interest to SFI Monthly readers, let us know. E-mail your ideas to [sfnewsletter@sfiprogram.org](mailto:sfnewsletter@sfiprogram.org)

## Selzer Returns to SFI Board

AS FAR AS LARRY SELZER IS CONCERNED, there has never been a better time to be actively involved with the SFI program. Forest certification needs to keep up with the public's growing commitment to sound environmental practices, and SFI Inc. is well positioned as it develops its 2010-2014 Standard.

Selzer, President and CEO of The Conservation Fund, has been part of SFI since the early days of the program, and recently returned to the SFI Inc. Board of Directors as a member of the environmental chamber.

"This is an important time for the future of the sustainable management of forests," Selzer says. "SFI is a critical piece in that future — and I am excited about the opportunities to enhance the standard and expand its use across all sectors of the North American market."

Selzer was a member of the inaugural board for the SFI program, and served as

the first chair from the environmental chamber from 2004 to 2006.

The Conservation Fund is a top-ranked environmental non-profit. The Fund and its partners demonstrate sustainable conservation solutions by integrating economic and environmental goals, protecting more than six million acres of America's land and water legacy since 1985.

Selzer holds an MBA from Darden School of Business at the University of Virginia and a BSc in environmental studies from Wesleyan University in Connecticut. He also serves on the boards of the American Bird Conservancy and the Wildlife Habitat Council.

The SFI Inc. board also welcomed Daniel S. Fulton, President and CEO of Weyerhaeuser Company, to its economic chamber. Fulton will complete the term of Steven R. Rogel, his predecessor at Weyerhaeuser.

## SFI Wins Ad Award

This SFI Inc. advertisement received the Harvey Communication Measurement Award as one of the top 10 ads in the April 2008 issue of Packaging Digest. The award means the SFI ad achieved outstanding readership response as measured through face-to-face interviews with a national sample of readers.



**Two ways to show you care about our forests.**

Ever since the recycling symbol appeared, more and more paper products have been recycled. Today, there's another symbol to look for when you shop for wood and paper products: the symbol of the Sustainable Forestry Initiative. The SFI™ symbol on a product means it has wood or paper content from well managed forests certified to the SFI standard. To find SFI products, visit [www.sfiprogram.org](http://www.sfiprogram.org).

 SUSTAINABLE FORESTRY INITIATIVE  
*Good for you. Good for our forests.™*

## HOW TO CERTIFY TO SFI STANDARDS

SFI Inc. has posted a new fact sheet on its website setting out the basics of SFI forest, chain-of-custody and fiber sourcing certification. As well as providing the step-by-step process to achieve certification, it has a list of certification bodies that have completed an accreditation program and are approved to perform SFI certification audits. There is also a new fact sheet examining the role of the SFI External Review Panel, an independent group of experts to support quality assurance and continuous improvement of the SFI program. For more information, contact Amy Doty.



## TENNESSEE PLANS SAWMILL WORKSHOP

The Tennessee SFI Implementation Committee will introduce sawmill operators to SFI certification and its benefits at a workshop in Nashville on Oct. 22.

Participants will learn about forest certification programs, international forest products marketing, and on-the-ground certification implementation and auditing requirements. Committee chairman Kevin Hoyt says the aim is to follow the lead of the Pennsylvania SFI Implementation Committee, which expanded the SFI program in that state by reaching out to potential sawmill program participants.

The Tennessee workshop is supported by SFI Inc, the Tennessee SFI Implementation Committee, The Tennessee Forestry Association, the Tennessee Department of Agriculture — Forestry Division, the Tennessee Tree Farm Committee, F & W Forestry Consulting, and the University of Tennessee — Forest Products Center.

## Procurement Specialists Back Eco-Labels

A RECENT SURVEY OF PROCUREMENT PROFESSIONALS found that 91 percent of respondents are concerned about greenwashing — and 72 percent think eco-labels such as the SFI label help with purchasing decisions.

The EcoMarkets™ research, conducted by TerraChoice Environmental Marketing, received responses from 336 purchasing professionals across North America.

Respondents said greenwashing could be countered through better consumer education, better enforcement and better use of eco-labels. The SFI label was on the list of the top 10 eco-labels that are relied

on frequently to make buying decisions.

When asked why eco-labels are beneficial, the researchers were told that they act as a pre-screen, offer assurance of credibility, the verification process is already completed, they are trusted, represent another factor of quality, and make purchasing easier. A majority of respondents said it is important to have access to a variety of eco-labels.

The TerraChoice website ([www.terrachoice.com](http://www.terrachoice.com)) includes more information about the EcoMarkets report as well as a list of the Six Sins of Greenwashing™. For more information, contact Karen Brandt.

## States Recognize Green Globes

FLORIDA AND INDIANA HAVE FORMALLY recognized the Green Building Initiative's (GBI) Green Globes environmental assessment and rating system, which provides points for using wood from sustainable sources such as SFI-certified products.

In Florida, part of a new energy and economic development package is a stipulation that all newly constructed and renovated buildings owned by the state or local government must meet the requirements of a nationally recognized certification or rating system such as Green Globes or LEED.

In Indiana, an executive order establishing an energy-efficient state building initiative calls for all new state buildings to be designed, constructed, operated and

maintained to achieve maximum energy efficiency. To comply with the order, efficiency must be demonstrated by achieving a two-globe rating under Green Globes, a silver rating under LEED, or an equivalent rating from a system accredited by the American National Standards Institute.

"By allowing for more than one rating system, (the states) are providing the kind of choice necessary to encourage mainstream design and building professionals to accelerate the adoption of green building practices," says Ward Hubbell, president of the GBI.

Florida and Indiana join Arkansas, Connecticut, Hawaii, Illinois, Kentucky, Maryland, Minnesota, New Jersey, North Carolina, Oklahoma, Pennsylvania, South Carolina, South Dakota, Tennessee, Virginia and Wisconsin in formally recognizing Green Globes ([www.thegbi.org](http://www.thegbi.org)).



## SFI Label in Germany

Rachel Dierolf, who is responsible for SFI's statistical services, was recently visiting family in Germany and bought a box of pencil crayons for her son Yannick. "I know how fast the SFI program is growing in North America, and it was great to see the label in Europe as well," she says.

# SFI, Inc. Annual Conference Update

## Save the Date

The 2008 SFI® Annual Conference  
**September 23-25** • Hilton Minneapolis

[www.sfiprogram.org/sfiAnnConf08.cfm](http://www.sfiprogram.org/sfiAnnConf08.cfm)

SFI annual Conference Sponsors:

**Platinum level:**



**Go Zero Sponsors:**



**Gold level:**



**Silver level:**



There is still time to become a sponsor of the SFI 2008 Annual Conference. Support the SFI program and build brand awareness for your products and services. Look for more information at [www.sfiprogram.org/sfiAnnConf08sponsors.cfm](http://www.sfiprogram.org/sfiAnnConf08sponsors.cfm) or contact Allison Welde.



Register Now for the

# 2008 SFI Inc. Annual Conference

**If you haven't signed up yet for next month's 2008 SFI Inc. Annual Conference "From Forest to Store Shelf," you'll want to go to [www.sfiprogram.org/sfiAnnConf08.cfm](http://www.sfiprogram.org/sfiAnnConf08.cfm)**

From Sept. 23 to 25, more than 150 people from the forest, business and conservation sectors will meet in Minneapolis to discuss the forest certification, environmental, and business trends — from carbon to green building to illegal logging to consumer attitudes — and how they fit with SFI-certified forests and products.

HERE ARE SOME OF THE HIGHLIGHTS:

### **Working Together to Build a Better, Stronger SFI**

Keeping pace with the public's growing commitment to sound environmental practices and providing the market with products from well-managed forests continues to be the goal of the SFI program and its partners. Join us for a discussion as we explore SFI Inc.'s path ahead and opportunities for the entire supply chain — from forest managers to product producers to customers — working together to build a solid future for SFI that is good for our forests and good for our customers. Find out how projects, like the Minnesota SFI Implementation Committee's partnership with the St. Louis County Chapter of Habitat for Humanity, are integral to SFI's commitment to reach out to communities and build important relationships.

### **The Driving Force for Wood Certification and the Green Building Market**

Green building is no longer a niche — it's mainstream and here to stay. Find out from the experts about the green building, rating systems requirements, including the National Association of Home Builders, Green Globes, LEED and the Sustainable Furniture Council, and the importance of labeling in the green building market.

### **Labels, Claims and Communications — What the Market is Saying**

From consumers to customers to government agencies, all are on top of the green wave. Find out what the consumer and customer research shows about certification, the SFI marketing strategy and SFI labels and claims.

### **SFI Standard Review Session**

SFI's globally recognized, science-based certification standard is in a revision process, as part of SFI Inc.'s commitment to public involvement and to keep pace with the latest science and emerging values. Hear an update on the SFI Standard review, comments received and new research findings that will provide the basis for changes into the first draft of the 2010-2014 SFI Standard.

### **The Driving Force for the Paper Certification Market**

From sustainability to corporate social responsibility, customers throughout the SFI supply chain know these two attributes are key to their businesses' success. Join business leaders as they discuss the

importance of sustainability from their perspective and how the SFI certified forest products are supporting their goals.

### **Moving Forward with the SFI Program**

As one of the world's fastest growing forest certification programs, the SFI program is positively influencing markets while improving forest practices across North America and promoting responsible procurement globally. Join us for a discussion on what's next as the SFI program and its 226 program participants, its certificate holders and its partners work together to promote responsible forest management, while ensuring SFI-certified products continue to be viewed as a sound environmental choice.

CONFIRMED SPEAKERS INCLUDE:

#### **Kathy Abusow**

President and CEO, Sustainable Forestry Initiative Inc.

#### **Bruce Anderson**

President, Harris/Decima

#### **Dr. Wayne Clatterbuck**

Professor, The University of Tennessee

#### **Serenity Edwards**

Director, Corporate Responsibility, Direct Marketing Association

#### **Greg Harden**

CEO, Harden, Inc.

#### **Rick Holley**

President and CEO, Plum Creek Timber Co. and Chair, SFI Inc. Board of Directors

#### **Michael Jenkins**

President, Forest Trends

#### **Tim Lundberg**

Forest Certification Manager, QuadGraphics

#### **Mark Pawlicki**

Director, Government Affairs, Sierra Pacific Industries

#### **Evan Smith**

Director of Forestry Projects, The Conservation Fund

#### **Nathan Thompson**

Executive Director, North St Louis County, Habitat for Humanity

#### **Glenn Ventrell**

Packaging Innovation and Development, SaraLee

For more information about this year's conference, visit [www.sfiprogram.org/sfiAnnConf08.cfm](http://www.sfiprogram.org/sfiAnnConf08.cfm) or contact Amy Doty.

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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.



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Secretary, PEFC US Governing Body  
Statistical Services, SFI  
Rachel.Dierolf@sfiprogram.org

Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should contact Amy Doty. The SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners for use, as well as copies of materials posted on its website at [www.sfiprogram.org/partresources.cfm](http://www.sfiprogram.org/partresources.cfm)

## GET THE LATEST INFORMATION ON GREEN BUILDING

It's often hard to keep up with the rapidly changing green building industry. That's why the Forest Products Society is sponsoring The Green Building Materials '08: Definitions, Design, and Delivery Conference Nov. 3 to 4 at the UMASS Campus Center Complex in Amherst, Mass.

The conference is aimed at designers (architects and engineers), material suppliers (manufacturers, wholesalers and retailers), contractors/builders and inspectors, and homeowners, and will examine the current state of the art in:

- What are green building materials?
- How to interpret and satisfy requirements of a variety of rating systems

- What's the process for designing, specifying, and sourcing green building materials?
- Documentation issues in the green chain-of-custody
- What's new in Green Building Materials?
- Innovations in Local Sourcing of Materials

The conference will be held at the Program and registration information is posted at [www.forestprod.org/configreenbuilding08.html](http://www.forestprod.org/configreenbuilding08.html) or contact the society by email [conferences@forestprod.org](mailto:conferences@forestprod.org) or by phone at 608-231-1361, ext. 208. Sponsorship opportunities are also available.

## Forestry Day in North Carolina

THE NORTH CAROLINA SFI IMPLEMENTATION COMMITTEE was represented at Forestry Day in the Legislature in June. Concerns about issues important to the industry encouraged more than 100 members of the North Carolina Forestry Association to register for the annual event.

Bob Slocum, Executive Vice President of the NCFCA, says the focus was on the proposed elimination of state funding for the

Forest Development Program. "We should be expanding this program, not cutting it."



Bryan Hulka, chair of the North Carolina SFI Implementation Committee, took the SFI booth to Forestry Day at the legislature in Raleigh.

### PEFC from page 1

"PEFC approval is the key to connecting more of the good operators to the rapidly growing marketplace of green manufacturers, distributors, retailers and consumers," says Laurence Wiseman, President and Chief Executive Officer of the American Forest Foundation, the parent group of ATFS.

PEFC, the world's largest forest certification umbrella organization, endorsed the SFI® program in 2005. The PEFC endorsement means fiber from ATFS-certified forests now meets all SFI labeling requirements. ATFS has an online tool so companies can verify wood from ATFS-certified lands. For more information,

look under certification at [www.treefarm system.org](http://www.treefarm system.org) or contact Victoria Lockhart at [vlockhart@forestfoundation.org](mailto:vlockhart@forestfoundation.org).

ATFS represents more than 90,000 family forest owners in 45 states, most of whom manage woodlots of less than 100 acres (40 hectares). It is the largest private forest conservation initiative in the history of the United States, and reinforces its commitment to forest conservation through continuing education opportunities and outreach activities. Family forest owners own nearly two-thirds of U.S. forestlands, and 60 percent of all the wood harvested in the country comes from family forestlands.

### ABOUT SFI INC.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), a sustainable forestry certification program that is internationally recognized and among the largest in the world.

Across North America, 149.7 million acres (60.6 million hectares) are certified to the SFI 2005-2009 Standard, which is based on princi-

ples 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.