



SFI® MONTHLY

..... FEBRUARY 2007

CRATE AND BARREL PROMOTES SFI CERTIFIED WOOD

Crate and Barrel has released their new Lockport Collection, which is under the Eco-Friendly, Family Friendly furniture line. Both the catalogue, as well as the on-line description, note that the frame is constructed of hardwood certified by the Sustainable Forestry Initiative program. For more information visit Crate and Barrel's website at <http://www.crateandbarrel.com/trends/trends.aspx?l=261>.

NEW SFI CHAIN OF CUSTODY CERTIFICATIONS

- Alabama River Woodlands
- Acme Printing
- Bowne Business Communications
- Unadilla Laminated Products, Inc.
- Williamson Printing Company

PROGRAM STATISTICS:

126 million acres certified

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SIC SPOTLIGHT: PENNSYLVANIA

SINCE 1995, THE PENNSYLVANIA SFI Implementation Committee (SIC) has provided support for projects that promote the SFI program and advance sustainable forestry practices. Leadership is provided by organizations that have committed to managing their forestry operations in conformance with the SFI Standard. With 2.1 million acres enrolled, the Pennsylvania Bureau of Forestry provides strong SIC support as one of North America's largest SFI program participants. State Forester Dr. James R. Grace has served in a national leadership capacity as a member of the SFI External Review Panel since 2001; he now serves as Vice Chairman.



More than 500,000 family forest owners control almost 75 percent of Pennsylvania's forests, which include some of the world's finest hardwood timber. The PA SIC influences forestry practices on these lands by directing resources towards logger and forester training and landowner outreach. This supports conformance with rigorous performance measures in the SFI Standard under Objective 8 (Procurement) and Objective 10 (Training). To date the SIC has provided more than 800 logger training classes, 23,000 landowner outreach brochures, and 200 public outreach initiatives. Each year the SIC takes advantage of two large-scale outreach

opportunities — the PA Farm Show and the Penn State University Ag Progress Day — to reach more than 450,000 attendees with a SFI display and a variety of printed SFI program materials.

These SIC efforts have helped earn SFI program recognition at both the state and national levels. The Pennsylvania General Assembly was the first state legislative body to recognize and endorse the SFI program through a formal resolution. And Pennsylvania was the third SIC to be recognized with the SIC Achievement Award at the SFI Annual Conference. Recent SIC

initiatives included a grant-funded partnership with Penn State University to develop biodiversity educational materials for family forest owners. Also the SIC recently invited representatives of the Western PA Conservancy to explore conservation partnership opportunities; this is part of an ongoing effort to engage all forestry and conservation organizations.

Dan Evans, Weyerhaeuser, is outgoing SIC Chairman and Tom Buzby, Weaber, Inc., is incoming Chairman. The PA SIC is sponsored by the Pennsylvania Forest Products Association and managed by Ken Manno, who provides full-time support as SIC Coordinator. For more information about SICs contact Jay Farrell.

In addition to moving our offices, we've moved our website as well. You can find us on the web at www.sfiprogram.org. Please make sure to update your bookmarks and website links to our new address. In fact, click here now to see the new website and update your bookmarks

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Jay manages field-oriented efforts that protect SFI integrity and promote SFI Standard conformance. He provides guidance and support to SFI Implementation Committees (SICs) to deliver local training, outreach, and inconsistent practices monitoring programs that enhance sustainable forestry practices and SFI recognition. This includes documenting and communicating progress through annual SIC awards and reports.
- **JASON METNICK, ext. 23**
Manager, SFI Label and Licensing
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Jason manages all aspects of the SFI and PEFC licensing, labeling and chain of custody programs. He is also the contact for the SFI annual survey forms and ensuring SFI is recognized in green building standards.
- **ALLISON WELDE, ext. 24**
Manager, Conservation Partnerships
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Allison is the principle liaison with conservation and social interest organizations that work on forest certification and conservation issues. She works with existing SFI Program supporters and engages new organizations to support SFI. Currently, Allison is also the US PEFC National Secretary and the main contact for PEFC in the US.
- **AMY DOTY, ext. 21**
SFI, Inc. Office Manager
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Amy manages the SFI Inc headquarters office and is the main contact for general inquiries and publication requests. She also organizes all SFI events such as meetings, workshops and the SFI Annual Conference and is staff liaison on all marketing and communication efforts.

OfficeMax Gives Purchasing Preference for Certified Paper

ON FEBRUARY 19TH, OfficeMax introduced its paper procurement policy, enhancing the company's current environmental policy by setting direct product expectations and business relationship expectations for paper product suppliers. The OfficeMax paper procurement policy defines performance criteria for its product suppliers in the selection of raw materials and production of paper products and

guides the company's actions in support of its commitment to environmental sustainability. In the policy, OfficeMax states it will "give purchasing preference to suppliers that provide paper products from certified forests." This includes paper certified from the Sustainable Forestry Initiative program. For more information on the OfficeMax policy, visit their website at www.officemax.com.

SFI ANNUAL PROGRESS REPORT FORMS DUE MARCH 31

The SFI Annual Progress Report Forms are due — preferably via e-mail — by March 31, 2007. To download your customized form, SFI program participants should visit www.sfiiprogram.org/sfiforms/2006/06forms.cfm. This is a requirement for continued participation in the

SFI program. All program participants that meet this reporting requirement will be included in the 12th annual progress report. For more information regarding the SFI program's annual progress reporting, contact Jason Metnick.

Save the Date

The 2007 SFI® Annual Conference
will be held
September 25-27, 2007 at

snowbird 
ski and summer resort

Salt Lake City, UT

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SUSTAINABLE FORESTRY INITIATIVE



LOOK FOR THE SFI PROGRAM THROUGHOUT THE MONTH OF MARCH

- March 5th issue of *Fortune*
- March issue of *Green Builder*
- Paper Week *Convention Daily*
- *The New York Times Paper* Week wrap
- NESEA Building Energy Conference, March 14-15 Boston, MA
- NAHB National Green Building Conference, March 25-27 St. Louis, MO

SFI PROMOTION AT 31ST ANNUAL NATIONAL WILD TURKEY FEDERATION CONVENTION

SFI Inc staffed an exhibit at the 31st Annual National Wild Turkey Federation (NWTF) Convention in Nashville, Tennessee, February 21st - 24th. Over 30,000 attendees passed through the exhibit hall during 3 days. In addition, SFI, Inc. also sponsored an auction item, Turkey Quest 2007, offered by the Congressional Sportsmen's Foundation. Turkey Quest is a multi location guided hunting tour designed to help turkey hunters reach a "grand slam" for 2007, by successfully hunting each of the 4 types of wild turkeys found in the United States. For more information on conservation partnerships, contact Allison Welde.



Congressional Sportsmen's Foundation Recognizes the SFI Program

SFI, INC. is pleased to announce that the Congressional Sportsmen's Foundation (CSF) has officially become an SFI Program Supporter. The mission of CSF is to "work on behalf of current and future generations of Americans to protect the right and increase the opportunity to hunt, trap and fish by serving as the Sportsmen's link to

Congress." CSF is a non-profit, 501(c)(3) organization, funded by industry, hunting, fishing and wildlife conservation organizations, as well as fundraising events. CSF is also funded by grants awarded to the Foundation to carry out its education and research programs. Learn more at www.sportsmenslink.org.



SFI Promotion at NAHB International Builder's Show

SFI, INC. STAFF promoted the SFI program at the National Association of Home Builders (NAHB) International Builder's Show in Orlando, Florida February 7-10th. This was an outstanding opportunity for high-profile SFI recognition at one of the world's largest trade shows. Over 103,000 architects, builders, home buyers, and wood product retailers and suppliers attended. Visiting all 1,900 exhibitors would require walking 11.4 miles. Building industry professionals visited the SFI exhibit and talked with staff about certified materials and green building. Many were interested in the NAHB Green Building Guidelines and the Green Building Initiative's (GBI) Green Globes program, both of which recognize SFI certified material. A temporary page on the SFI, Inc. website is facilitating follow-up opportuni-



ties with International Builder's Show participants. Among green building professionals, there is growing interest in SFI certification and growing recognition that SFI supports credible green building efforts. For more information on Green Building, please contact Jason Metnick.

SFI Promotion at Green Buildings Expo

SFI, INC STAFFED an SFI exhibit at "GreenExpo" on February 28th in Clemson, SC., The event was sponsored by Clemson University's Emerging Green Builders and the South Carolina U.S. Green Building Council, and featured recent advances in

products and practices of commercial and residential Green Building. SFI Inc was there to promote the inclusion of SFI certified wood in the USGBC LEED Green Building Rating System. For more information on Green Building, please contact Jason Metnick.