



## SFI CHAIN OF CUSTODY

There is a significant increase in demand and inquiries related to SFI Chain of Custody opportunities. With an SFI Chain of Custody certificate, products from forests certified to the SFI 2005-2009 Standard can bear the SFI label. This is essential to increasing SFI's recognition in the marketplace. For more information on SFI Chain of Custody or Labeling, please contact Jason Metrick.

Special thanks to new SFI Chain of Custody certificate holders including:

- A.T. Clayton and Co., Inc. - Stamford, CT
- Arcade Marketing, Inc. - Chattanooga, TN
- Cary Printing - Morrisville, NC
- Cultivate Communications - Canoga Park, CA
- FCL Graphics - Harwood Heights, IL
- Forum Communications Printing - Detroit Lakes, MN
- HM Graphics - Milwaukee, WI
- Hutchison-Allgood Printing Co. - Winston-Salem, NC
- Newsletters Ink - Salt Lake City, UT
- Quality Color Graphics - Elk Grove Village, IL
- Sleepeck Printing Company - Bellwood, IL
- Thoroughbred Printing, LLC - Lexington, KY
- United Book Press, Inc. - Baltimore, MD

## Sustainable Forestry Initiative, Inc. Names New President & CEO

**THE SUSTAINABLE FORESTRY INITIATIVE, INC.** (SFI, Inc.) announced it had named Kathy Abusow as its new President and Chief Executive Officer. Kathy assumed the leadership of SFI, Inc. on August 1st.

For the past 15 years Kathy has operated a successful forest certification and market acceptance consultancy. She is highly respected internationally as both a technical and strategic expert on certification standards and on related marketplace issues such as procurement policy design and green building tools as they relate to certification.

"Forest certification standards are an excellent tool to improve forest management across a variety of values and to provide customers and consumers alike with an assurance that the forest products they buy come from well managed sources," said Kathy. "With only 10%

of the world's forests certified, it is imperative to recognize and reward the leadership of those that have successfully pursued certification. I consider it my job to do just that. If certification programs are undermined and not recognized in the marketplace, the value of the tool is diminished across all standards."

"I am committed to work with a variety of interests to enhance the recognition of forest certification and SFI's importance among conservation groups, buyers, forest managers, industry, and policy makers. SFI has a great story to tell as a single forest management standard applied across North America, backed by fibre sourcing, chain-of-custody and labeling."

Kathy replaces William H. Banzhaf, who led SFI, Inc. and its predecessor organization since 2002. Mr. Banzhaf retired on June 30, 2007.



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## REGISTER NOW for the 2007 SFI Annual Conference!!

Early Registration closes August 24th, so be sure to register today to avoid late fees! Pre-registration closes September 14th. After Sept. 14th all conference registrations are on-site. For more conference information and to register, visit <http://www.sfiprogram.org/sfiAnnConf07.cfm>.

**THIS YEAR SFI** will host its first ever carbon-neutral event, which was made possible by our GoZero sponsor BASF. Programming this year is devoted to exploring the many ways that SFI certification can benefit your organization in the evolving green market. The conference will be held at the Snowbird Ski and

Summer Resort in Salt Lake City, Utah, September 25-27. Highlights of the conference include:

The conference agenda covers the major areas in the green market where SFI certification can play a vital role. Speakers include:

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## SIC SPOTLIGHT: Improving Forestry in New Brunswick

Recent outreach initiatives illustrate how the New Brunswick SFI Implementation Committee (SIC) is committed to improving forestry practices on all lands. Over the past few months, the New Brunswick committee has participated in a local tradeshow, held workshops and led activities to promote safe logging practices in New Brunswick.



Stephané Bouchard, NB SIC Outreach Committee Chair, promoted SFI and handed out seedlings to woodlot owners at Salon de la Forêt in St. Jacques, NB



Through a water quality BMP workshop sponsored by Domtar, J.D. Irving, and the Southern and Southeastern New Brunswick Marketing Boards, participants learned how to cross a brook in an environmentally responsible manner.

Some of the activities include:

- Staffing an SFI booth at Salon de la Forêt in St. Jacques, NB, to raise awareness of SFI and sound forestry practices with woodlot owners in the province.
- Partnering with marketing boards to sponsor workshops that increased landowner awareness of sound forestry practices, as well as wildlife management and aesthetics.
- Sponsoring a Water Quality BMPs workshop.
- A promotions campaign to raise awareness of SFI in rural communities that included French-English placemats for rural restaurants with the SIC logo and website ([www.nbsfi.ca](http://www.nbsfi.ca)).

The NB SIC is led by Chair Ray LeBlanc with Acadian Timber. For more information, please contact Jay Farrell.

## CONFERENCE from page 1

- Ward Hubbell, Executive Director, Green Building Initiative and a representative from the USGBC will discuss green building and the use of certified wood products.
- Mary Klein, President, NatureServe will discuss current and future projects with SFI program participants, and how NatureServe helps companies meet Objectives 4, 6, 8, and 10 of the SFIS.
- Kristen Stevens, Buyer, Wal-Mart will give us a customer's view on the role of forest certification.
- Steve Ruddell, Director of Forest Investments and Sustainability Forecon, Inc., and Laurie Wayburn, President, Pacific Forest Trust, will discuss the different carbon markets and the role of SFI certification in carbon sequestration and trading.
- Panelists Rupert Oliver, Principal, Forest Industries Intelligence Limited, and Mike Clark, Chairman, PEFC Board will discuss the international certification arena and PEFC's new market acceptance strategy.
- Jimmy Powell, Director of Government Relations, The Nature Conservancy will discuss the use of biofuels and its effects on sustainable forest management and certification.
- Ross Whaley, Chairman, Adirondack Park Agency and President Emeritus,

SUNY College of Environmental Science and Forestry, will lead a discussion about the changes and opportunities that have occurred over the last year in the global environmental community.

- Plan to join us at a special communications workshop: *How SFI Can Add Value to Your Brand*. The workshop will be held on Tuesday September 25th at 2 p.m. We will discuss the many ways you can benefit from promoting the SFI brand and using the SFI label.

As always, you will have plenty of time to network with your colleagues. We will host a President's Reception, in honor of SFI, Inc.'s new President and CEO, Kathy Abusow, on Tuesday night in the Exhibit Area.

We would also like to recognize first time conference sponsors: Gold Sponsor, Forest Capital Partners, and Silver Sponsors, xpedx and ImageTree. Sponsorship opportunities are still available. If you are interested in becoming a sponsor, contact Amy Doty ([amy.doty@sfiprogram.org](mailto:amy.doty@sfiprogram.org)).

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## SFI ANNUAL CONFERENCE SPONSORS

Platinum level:  **BASF**  
The Chemical Company

Gold level:



Silver level:



NatureServe

PRICEWATERHOUSECOOPERS 

## SFI, INC. STAFF PROFILES:

### STAFF OFFICE:

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- **JAY FARRELL, ext. 22**  
Manager, Field Operations  
Jay.Farrell@sfiprogram.org  
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  
Jason.Metnick@sfiprogram.org  
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  
Allison.Welde@sfiprogram.org  
Allison is the principal 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  
Amy.Doty@sfiprogram.org  
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.

## New SFI Program Website Unveiled

**SFI, INC. RECENTLY** updated the [www.sfiprogram.org](http://www.sfiprogram.org) website. We have a new design and structure, as well as a more user-friendly site. The layout gives the user easy access to all pertinent program infor-

mation and materials, while also incorporating a natural look and feel. Please browse around the site, and send any feedback to the SFI, Inc. staff. For more information, please contact Amy Doty

## Weyerhaeuser Company Earns SFI Certification

**ON JULY 31,** Weyerhaeuser Company announced achievement of third-party SFI certification for their U.S. kraft paper bag plants. With this certification, Weyerhaeuser is now authorized to use the SFI Certified Sourcing product label. Weyerhaeuser, who has supplied paper bags to retail store customers for over 40 years, is one of the first retail packaging companies to receive this certification.

To earn the use of the SFI-certified procurement label, two-thirds of a company's bag raw material must originate from mills with certified wood fiber procurement systems or recycled paper sources. Weyerhaeuser exceeds this standard with 75 percent of its bag plants' raw material qualifying toward the 2/3 requirement. For more information, please contact Jason Metnick.

### NUMBER OF ACRES 3<sup>RD</sup> PARTY CERTIFIED TO THE SFI 2005-2009 STANDARD

135,000,000 acres (54,632,562 hectares)

### NEW SFI PROGRAM PARTICIPANTS:

Washington Alder, LLC

## British Columbia SIC Changes Name

**EFFECTIVE AUGUST 1, 2007,** the British Columbia SFI Implementation Committee will be renamed the Western Canadian SIC. "This change better reflects the growth of SFI in Canada and our membership which currently includes program participants in both BC and Alberta," said SIC Chair Allan Bennett. SFI certified lands cover 43,144,755 acres (17,467,512 hectares) across BC and Alberta, making up

26% percent of all of the certified land in these two provinces. There are now six Canadian provinces represented by SICs and three SICs formally organized as regional committees.

Other regional SICs are the Central Rockies (Colorado, South Dakota, and Wyoming) and Maryland/Delaware. For more information, please contact Jay Farrell.

## SFI Staff promote Standard at Tradeshows

**SFI, INC. STAFF** attended the 29th Annual Southeast Building Conference in Orlando, Florida, July 12-14. SFI exhibited in the Florida Green Building Coalition's Green Trends section of the exhibit hall. Many of the 16,000 attendees stopped by the booth to learn more about green building and the benefit of using certified wood products. SFI, Inc. sponsored the Green Trends portion of the conference, and was afforded many promotional opportunities.

Check out the show websites, where the SFI program banner is prominently positioned — [www.sebcbshow.com](http://www.sebcbshow.com) and [www.fhba.com](http://www.fhba.com).

During the month of August, please look for SFI program staff and information at the National Council of State Legislatures Annual Conference in Boston, MA, August 6-8; and the Ducks Unlimited Great Outdoors Festival in Osh Kosh, Wisconsin, August 25-27. For more information, please contact Amy Doty.