



SICs SPOTLIGHT PROOF OF PERFORMANCE

SFI Implementation Committee (SIC) members know what it takes to translate a credible certification standard into on-the-ground action. As such, SICs are always interested in objective information that separates rhetoric from reality. In other words, is the SFI Standard comparable to any other standards when it comes to forest practices? A new article, and two studies it references, are helping SICs answer this question.

The Virginia SIC took note of an article written by North Carolina State University Professor Dr. Frederick Cabbage titled "Forest Certification and Private Forest Landowners." It was first published by the Virginia Forestry Association in the Winter 2007 edition of *Virginia Forests*.

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New SFI, Inc. Marketing and Promotion Initiatives

THE SFI PROGRAM has entered the world of online advertising with a new search marketing effort and banner advertising on key websites.

Search marketing steers people to the new SFI, Inc. web page. An SFI program message will now appear on Google, Yahoo, and Ask.com when users search for specific forestry or certification terms or key phrases. Messaging includes our *Buy SFI*, *SFI: The Real Story*, and *Independent SFI* messages.

Our animated banner advertising has debuted

on *CNN Money* and *Fortune* online in the "Green Innovators" and business sections, and our ad will appear over one million times this month. April's message highlights the SFI program's commitment to reforestation. Look for it at www.cnnmoney.com and www.fortune.com

In addition to these online activities, we have also initiated an aggressive media outreach to print, TV and radio outlets to inform them about the fully independent SFI, Inc. For more information, please contact Amy Doty.

Four North American Audit Firms Achieve Accreditation under ANSI

ON MARCH 14TH the American National Standards Institute (ANSI) and SFI, Inc. announced that Bureau Veritas Certification North America, Inc.; KPMG Performance Registrar, Inc.; NSF International; and the Quality Management Institute all successfully completed the new accreditation program for performing SFI and PEFC Chain of Custody (CoC) audits.

The audit firm accreditation body (ANSI) is required to be separate from the standard-setting body(SFI, Inc.), under the PEFC program. The creation of this program brings the SFI Program in conformance with the PEFC requirements for

endorsement. After June 1, 2007, all SFI and PEFC CoC audits can only be performed by certification bodies that have successfully completed an accreditation program by an internationally recognized firm.

This accreditation does not affect any audits already completed for PEFC or SFI CoC. All certifications issued from these four firms will continue to be recognized by SFI and PEFC. To view the press release, please visit <http://www.sfiprogram.org/whatsNew.cfm>. For more information, please contact Allison Welde.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATES:

- Barn Door Lumber Company, Inc
- Hull Printing, Inc.
- Hoff Enterprises
- Irving Paper Limited
- Rowland Printing

NEW SFI PROGRAM PARTICIPANTS:

- Auburn University
- Conservation Forestry Partners, LLC
- Long Lake Forest Products
- Kapstone Paper & Packaging Corp
- North Cal Wood Products

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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**
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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**
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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**
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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.

Harden Furniture's SFI Car

HARDEN FURNITURE, INC.

is the oldest family-owned furniture manufacturer in the United States ... and probably the first SFI program participant with a SFI car. The company purchased the Toyota Prius in 2005. "It really represents our commitment to being an environmentally conscientious company. And because we are very proud of our SFI certification, we put that logo on the car with our own," said company spokesperson Cindy Arquette.

Previously Harden used company vans to shuttle people around or for personal transportation to meetings. Often a large vehicle wasn't needed, so a small hybrid made business and environmental sense. Now with such high demand for the Prius from employees, the company activated a reservation system for its use.

Harden Furniture, Inc. was founded by Charles Harden Sr. in 1844 in McConnellsville, NY. The current CEO is Greg Harden, who represents the fifth generation at the helm of the family business. From forest to furniture, Harden controls the manufacturing process. The company owns 10,000 SFI-certified acres in upstate NY and mills its own hardwood timber at a Harden sawmill. As for finished



products, the Harden specialty is heirloom quality cherry furniture featuring hand carving, as well as hard maple, oak, and upholstered furniture lines. Also, Harden Furniture appears in the April 2007 issue of *Architectural Digest*, where they advertise the fact their furniture is SFI certified.

Many of the 450 employees represent second and third generations working at Harden Furniture, Inc. Employees call CEO Greg Harden by his first name and are comfortable dropping in on any senior manager. "I'm really proud of our work and dedication to the SFI Standard. Harden is a pretty interesting story in today's business world. And they're good people to work for," says Arquette. For more information please contact Jay Farrell.

National Invasive Species Directory Released

NCASI HAS RELEASED A NEW directory of invasive species control projects in the United States. The compendium can be accessed for free via their website (http://www.ncasi.org/programs/areas/forestry/invasive_species/default.aspx). For each entry in the compendium, users can view a brief description of the project and contact information. The projects are categorized as state, regional or national.

NCASI members can also access a special part of the NCASI website that contains information on a number of landscape assessment efforts in the US. This section of the NCASI website is designed to facilitate access to information and tools useful for conducting landscape assessments, specifi-

cally information/tools useful for characterizing existing ecological conditions and species-habitat relationships or distributions. These include projects completed by the Breeding Bird Program, Partners in Flight and the EPA. Most have interactive maps and some even have access to software and geospatial tools. To access the plans, NCASI members must log into the website and click the link "Landscape Assessment" under the Resources heading.

Both of these tools can aid SFI Program Participants in meeting the requirements in the SFI Standard for invasive species and landscape management. For more information, please contact Jay Farrell or visit the NCASI website (www.ncasi.org).

The article references two studies that document SFI proof of performance:

- The Texas Forest Service found that BMP implementation was statistically higher when timber was delivered to a SFI-certified mill; a Manomet Center for Conservation Sciences study found that SFI-certified landowners had significantly stronger biodiversity practices: there was no difference between Forest Stewardship Council (FSC) and SFI in terms of biodiversity (see <http://www.sfiprogram.org/supportRecog.cfm>);

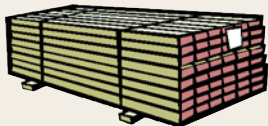
The article also compares the SFI program favorably to other leading systems:

- SFI is the most widely applied forest certification system in North America;
- The Programme for Endorsement of Forest Certification (PEFC), which endorses SFI, is the world's largest forest certification system. FSC is the second largest system;
- Forest certification has benefits for both firms and landowners;
- Rather than support certification options, some environmental groups devote significant resources to national media campaigns attacking SFI and advocating exclusive use of FSC.
- Despite being portrayed as having strict plantation requirements, FSC certified a large area of forest plantations in the Americas;
- SFI includes wildlife and biodiversity as major components of its standards;

Although intended for a Virginia audience, SICs throughout North America are learning about the article and incorporating it into communications efforts. At least one (Michigan) reached beyond forestry audiences; the Michigan Forest Products

Council referenced the article in an editorial submitted to newspapers throughout the state.

Copies of the article may be reprinted with permission from the Virginia Forestry Association (VFA) and acknowledging VFA and *Virginia Forests* as the source. For more information please contact Jay Farrell.



2007 ForestLeadership Conference to Address Sustainability

ON MAY 9TH, the 2007 ForestLeadership Conference will address sustainability issues facing the North American forest and paper sectors. Through many prominent speakers, the conference and panel discussions will follow the theme of "Sustainability for Success." SFI, Inc.'s President, Bill Banzhaf, along with Hamish Kimmins, PhD, Professor of Forest Ecology, University of British Columbia, will discuss Sustainability Challenges in North America. Other speakers include: Carlton Owen, CEO of the US Endowment for Forestry & Communities; Tom Katzenmeyer, Senior VP of Limited Brands/Victoria's Secret; and John Innes, PhD, Professor of Sustainable

Forestry, University of British Columbia and SFI, Inc. Board of Directors member.

Pre- and post-conference workshops will address many issues facing the forest and paper sectors, including ecosystem-based management, forest certification and audit-



ing, responsible paper and wood procurement, and carbon management. These workshops will be held on May 8 and 10. To learn more about the conference, and for registration information, please visit www.ForestLeadership.com. For more information, please contact Jason Metnick.

SFI, INC. SPONSORS THE WMI 72ND NORTH AMERICAN CONFERENCE

SFI, Inc. was a bronze sponsor of the Wildlife Management Institute Annual Conference in Portland, OR March 21-24. The conference drew over 1400 representatives from non-profit conservation groups, state and federal land and wildlife managers, and current students enrolled in wildlife programs.

SFI, Inc. had a booth in the exhibit hall which included

other WMI partners and supporters such as American Bird Conservancy, Rocky Mountain Elk Foundation and Quail Unlimited. SFI, Inc. staff promoted the new organization and made contacts with other conservation organizations and government agency representatives that may have the potential to lead to partnerships in the near future. For more information, please contact Allison Welde.

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

Brought to you by

 SUSTAINABLE FORESTRY INITIATIVE

