



# SFI® MONTHLY

..... MAY 2007 .....

## NEW SFI CHAIN-OF-CUSTODY CERTIFICATES:

Stora Enso

Boise Cascade's International Falls, MN mill

## NEW SFI PROGRAM PARTICIPANTS:

Miami Corporation - Oregon Tree Farm

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## SFI Online Marketing

**WE HAVE RECENTLY** strengthened the SFI program's online presence. We have updated the look of our website and made it easier to navigate. We have also increased our visibility on the internet's most popular search engines — Google, Ask.com, Yahoo, AOL.com.

Our online advertising promoting the SFI appears on well-read websites such as CNNMoney.com and Fortune.com. SFI advertising was featured prominently on the special "Green Innovators" section of CNNMoney. Our advertising is also targeted to appear next to articles on the environment — reaching people at the moment they are reading and thinking about environmental issues.

The goal of our online initiative is to extend our reach beyond people in the forest products industry, by reaching out to decision makers and influentials interested in environmental issues.

Our efforts have been a great success as measured by the number of internet users who have seen our

advertising and have clicked through to obtain more information about the SFI program.

The SFI, Inc. staff would like to highlight program participants' advertisements, editorials, and other SFI program print coverage on our redesigned website. If you would like to participate, please forward pertinent electronic files to amy.doty@sfiprogram.org. These materials will be posted in a "newsroom" for easy access to current news information regarding the program. For more information, contact Rick Cantrell.



## Chain-of-Custody Program Growing

**IN A MAY 22 PRESS RELEASE**, Stora Enso announced the achievement of third-party chain-of-custody certification at six of its North American mills. This certification is valid for Sustainable Forestry Initiative (SFI) and the Programme for the Endorsement of Forest Certification (PEFC) schemes. Stora Enso is the first coated paper manufacturer in North America to achieve SFI Chain-of-Custody certification.

In other SFI Chain-of-Custody news, PricewaterhouseCoopers' (PwC) forest products Chain-of-Custody program recently received accreditation from the Standards Council of Canada. PwC can provide clients a wide array of CoC services, now including certification to the Sustainable Forestry Initiative and Programme for the Endorsement of Forest Certification standards. For more information, contact Jason Metnick.

## SFI Marketing Toolkit Production

**WE ARE PLEASED** to announce the revised and updated SFI, Inc. trifold and toolkit are now available for distribution. For the first print run, a limited quantity will be available by request. Each toolkit order will be limited to 100 copies and trifold orders are limited to 200 copies. Requests for additional copies will be considered. Print files are also available for use and customiza-

tion by program participants.

To order copies of the toolkit and/or trifold, a completed order form should be submitted to SFI, Inc. staff. The order form is attached to the email containing this newsletter. All requests must include name, company, street address, telephone number and number of copies for order processing. For more information, contact Amy Doty.



# SFI, Inc. Annual Conference Update

## SAVE THE DATE:

September 25-27, 2007, Salt Lake City, UT

For the most up to date information about the SFI, Inc. Annual Conference, please check out the newly created SFI Annual Conference website at: <http://www.sfiprogram.org/sfiAnnConf07.cfm>.

### SFI Annual Conference Sponsors:

#### Gold level:



Sign up now to sponsor the SFI Annual Conference! Support the SFI Program and build brand awareness for your products and services. Sponsorship opportunities are limited and available on a first-come first-serve basis. To learn how to become a sponsor at this year's conference, please see the sponsorship prospectus on the annual conference website or contact Heather Tarpley at 202-463-2453 or [heather\\_tarpley@afandpa.org](mailto:heather_tarpley@afandpa.org).



## SIC REGIONAL LEADERSHIP MEETINGS

The leadership of 37 SFI Implementation Committees (SICs) from throughout North America will gather in June at four regional meetings sponsored by SFI, Inc. Meetings are being held in Portland, Maine; Spokane, Washington; Atlanta, Georgia; and Duluth, Minnesota. The purpose is to coordinate SFI, Inc. and SIC efforts that enhance effective, efficient SFI Standard implementation and SFI program promotion. SICs will share examples of education, outreach, and inconsistent practices efforts that contribute to SFI Standard compliance. Discussion will also include how SICs can work together regionally and with SFI, Inc. to make sure SFI progress is recognized by audiences that matter the most. For more information, contact Jay Farrell.

## SFI, INC. STAFF PROFILES:

### STAFF OFFICE:

1600 Wilson Boulevard, Suite 810  
Arlington, VA 22209  
Phone: 703-875-9500  
Fax: 703-875-9510

- **BILL BANZHAF, ext. 25**  
President & CEO  
William.Banzhaf@sfi-program.org
- **RICK CANTRELL, ext. 26**  
Vice President & COO  
Rick.Cantrell@sfi-program.org
- **JAY FARRELL, ext. 22**  
Manager, Field Operations  
Jay.Farrell@sfi-program.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@sfi-program.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@sfi-program.org  
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  
Amy.Doty@sfi-program.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.

## SFI Promoted at Numerous Trade Shows and Conferences

**SFI, INC. STAFF** promoted the SFI program throughout the month of May at many different trade shows and conferences. These include the 2007 American Institute of Architects Conference and Exposition in San Antonio, TX, May 3-5; 2007 ForestLeadership Conference in Vancouver, British Columbia, Canada, May 8-10; 2007 Canadian Marketing Association National Convention and Trade show in Ottawa, Canada, May 14-16; and the Annual Conference of Catalog and Multichannel Merchants in Boston, MA, May 21-23; and the "Green is Good for Business" Paper Leadership Seminar in Chicago, IL, May 30. Thousands attended these trade shows and conferences, and many attendees visited the SFI booth to learn more about green building, chain of custody certification and the SFI program. These were all outstanding opportunities for

professionals to learn how SFI certification and program participants can help meet a rapidly growing demand for green products.

SFI, Inc. staff and program participants will continue promotion of the program throughout the month of June at many conferences and trade shows. Look for SFI program booths and/or program information at the 31st Annual National Indian Timber Symposium, June 4-7 in Polson, MT; Western Days hosted by Western Paper Company, June 7 in Salt Lake City, UT; International Paper's booth (#131) at the HOW Design Conference, June 10-13, in Atlanta, GA; Timberland Investing Summit, June 18-20, in Barcelona, Spain; 2007 CSI Show & Convention (Booth # 359), June 20-22 in Baltimore, MD; and 2007 BuildingsNY Show (Booth # 348), June 27-28 New York, NY. For more information, contact Amy Doty.

## SAF Report Says Certification is Growing

**THE SOCIETY OF AMERICAN FORESTERS (SAF)** recently published a 68-page user-friendly report about U.S. forestlands titled "The State of America's Forests." It includes a certification section with useful facts of interest to SFI program participants. The three major forest certification systems in the U.S. — (Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), and American Tree Farm System (ATFS) — now certify 14 percent of total U.S. forestland and 25 percent of private U.S. forestland. A table comparing certified acreage by state shows that SFI certified acreage is more than double that of FSC. Worldwide, certification of sustainable forest management increased by 12 percent from 2005 to 2006 and continues to increase. The SFI program is the only U.S. forest certification program recognized by

the Programme for the Endorsement of Forest Certification (PEFC), a global umbrella organization for mutual recognition (ATFS has applied for endorsement). Mutual recognition helps promote sustainable forest management, while the reluctance of some certification programs to recognize competing programs creates confusion. The SAF report was written by Mila Alvarez, a professor at the Virginia Polytechnic Institute's College of Natural Resources and principal of Solutions for Nature, a natural resources management consulting firm. Peer-reviewed by federal agency and non-governmental researchers, "The State of America's Forests" is a credible, factual resource available for download at: <http://www.safnet.org/aboutforestry/StateOfAmericasForests.pdf>. For more information, contact Jay Farrell.

