



SFI[®] MONTHLY

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SFI has improved its online presence with a revamped website at www.sfi-program.org and a new blog at www.goodforforests.com.

See page 3.

FROM FOREST TO STORE SHELF

The almost 200 delegates to SFI Inc.'s annual conference heard about opportunities for certification in everything from green building and sustainable packaging to carbon markets.

See page 6.

SFI Inc. Launches Revised On-Product Labels

SFI INC.'S THREE REVISED ON-PRODUCT LABELS are easier to understand and provide more detailed information for consumers.

"Research shows that on-products labels are an immensely important resource for consumers, as long as the information is credible and clear," says Jason Metnick, SFI Inc.'s director of market access and product labeling. "We've achieved this goal by replacing 10 labels with three that are easier to use and to understand. The revised labels were developed by an SFI task force, subjected to rigorous consumer and customer testing across North America, and approved by the SFI Board of Directors — and

the final choices were everyone's top picks."

SFI labels provide assurance that fiber in a wood or paper product comes from known and legal sources. Companies can use the labels if their operations have been third-party certified to the SFI standards.

SFI staff ensured the revised labels and claims meet all of the green guide requirements of the U.S. Federal Trade Commission and the Competition Bureau of Canada. For more information, contact Jason Metnick.

For examples and descriptions of the revised labels, see page 2.

Governors Speak Out In Favor of Wood

MINNESOTA AND WASHINGTON STATE support the U.S. Green Building Council's move toward a more inclusive approach to certification in its Leadership in Energy and Environmental Design (LEED) program. The USGBC is proposing changes to make wood certification programs meeting a set of measurable benchmarks eligible to earn points under LEED.

The governors of Minnesota and Washington have sent letters to the USGBC saying a more inclusive approach has the potential to include more forest products from family forest owners in their states, and other small forest parcels.

Washington Gov. Christine Gregoire stated: "We endorse your efforts to provide all forest certification systems with the opportunity to participate in the council's program through the development of a fair and unbiased set of benchmark criteria."

Minnesota Gov. Tim Pawlenty said the current LEED policy penalizes more than 1,800 Minnesota

family forestland owners by not recognizing SFI or American Tree Farm System certification. "The global marketplace recognizes and endorses multiple forest certification standards," he wrote. "With only 10 percent of forests certified globally, choosing one program over another does not encourage forest certification efforts or improve markets for certified forest products."

The letters show growing recognition of the value of all credible forest certification programs. Earlier this year, Maine Gov. John Baldacci signed executive orders directing state officials to buy wood or paper products that come from forests certified to an independent standard, including the SFI 2005-2009 Standard. And a year ago, California Gov. Arnold Schwarzenegger vetoed a bill that would have required builders to reach the LEED gold rating for large commercial buildings, saying it would "create a bias for certain building materials over others without a clear benefit."

For more information, contact Allison Welde.

TOM FRANKLIN JOINS SFI INC. BOARD

Tom Franklin, senior vice-president of the non-profit Theodore Roosevelt Conservation Partnership and a certified wildlife biologist, is the newest member of the environmental chamber of the SFI Inc. Board of Directors.

The Theodore Roosevelt Conservation Partnership (www.trcp.org) is a coalition of organizations and grassroots partners dedicated to the foresighted stewardship of America's landscape. It is helping to conserve and expand critical habitat, including a campaign to protect wetlands, and increasing public access to quality hunting and fishing. Franklin replaces Jerry McCollum of the Georgia Wildlife Federation.

NEW SFI CERTIFICATIONS (EFFECTIVE OCT. 31, 2003)

NEW SFI PROGRAM PARTICIPANTS

Conifex

GMO Renewable Resources — Washington
Green Circle Bio Energy
Pacific Lumber & Shipping LLC
Port Angeles Hardwood LLC
Swanson Group Manufacturing LLC
Wells Real Estate Fund

NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

AGI, A MWV RESOURCE

Allegheny Dimension

Alpha Printing

Alta Systems Inc.

Apex Graphics DBA Apex Trade Web and
John Sands & Associates

Athens Paper Company

Avante Printing

Avery Dennison Fasson Roll North America

Bedwick Jones Printing Inc

Berea College Printing Service

Blue Ridge Printing

Cadmus Communications, A Cenveo Company

Canfield & Tracking Printing

Chroma Graphics Inc.

Columbus Productions Inc.

Corporate Express Document & Print Management

Creative Automation Company

Curtis Packaging

Deschamps Printing Co. Inc.

Domtar Distribution Group

Domtar Industries Inc.

Edgefield Lumber

FiberMark North America Inc.

Field Packaging Group LLC

Financial Graphic Service Inc.

Finch Paper LLC

First Capital Paper Company LLC

Flesh Company, The

Franklin Communications LLC

Franklin Press Inc.

Gannett Offset - Minneapolis

Gateway Press Inc.

Gillespie Office and Systems Furniture LLC
(DBA: A&B Printing)

Global Group

Harding Poorman Group Inc.

Holm Graphic Services

Holmberg Co. Inc.

IBS Direct

Inform Inc.

Inland Envelope Company

Innovative Folding Carton Co d/b/a Multi Packaging
Solutions-New Jersey

Intech Printing and Direct Mail Inc.

Integratphx Inc.

Integrated Print and Graphics

Integrity Graphics

IPP Litho Plate Corporation

K-1 Packaging Group

REVISED SFI ON-PRODUCT LABELS

THE FOLLOWING LABELS are available on the members' area of the SFI website www.sfiprogram.org (email info@sfiprogram.org for a password). They can be used immediately, and the transition must be completed by the end of 2009 or when existing stock is depleted.



Certified Forest Content:

- This label shows the company is certified to SFI's chain-of-custody standard, which tracks how much of the wood fiber in a product comes from a certified forest—determined through either the volume credit or average percentage method. Companies using the average percentage method must communicate the actual percentage of certified content to customers through the label wrap, invoice, bill of lading, shipping documents, letters or some other form of communication.



- This combination label is for companies using the average percentage method that want to communicate the actual percentage of fiber that was sourced from a certified forest, through the certified fiber sourcing guidelines, and/or how much post-consumer recycled content is in the product.



Certified Fiber Sourcing

- This label shows a company is certified to SFI's fiber sourcing guidelines (Annex 1) and/or Objectives 8-13 in the 2005-2009 SFI Standard. Fiber sourcing labels do not make claims about certified content.

Both the certified forest content label and the combination label can include a mobius loop stating the percentage of post-consumer recycled content in the product.

Standard Development Comments Posted on Website

SFI INC. HAS POSTED comments received during the first public review of the SFI Standard to its www.sfiprogram.org website.

The comments, found in the Standard Development Section of the website, will be considered during the development of the 2010-2014 SFI Standard. The first draft of the 2010-2014 Standard will be available for public review and comment in

January 2009. 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. For more information, contact Rick Cantrell.

NEW CHAIN-OF-CUSTODY CERTIFICATIONS CONTINUED:

- Keen Impressions Inc.
- King Printing Company Inc.
- Les Papiers Atlas Inc.
- Liberty
- Litho Impressions
- Liverpool Litho
- Loyola Paper
- Mac Papers Inc.
- McGrann Paper Corporation
- Midstate Printing Corp.
- MKD International Inc.
- MLI Integrated Graphics
- NRI DBA Triangle
- Original Smith Printing
- Outlook Group Corp.
- Pacific Paper Trading Co.
- Packaging Graphics LLC
- Packard Forest Products Inc.
- Palmer Printing Inc.
- PaperlinX Canada Limited
- Pazazz Printing Inc.
- Printwell Acquisition Company Inc.
- Quality Park Products
- Reid & Wright Inc.
- Reprodux
- Ripon Printers
- RIS Distribution Warehouse (Domtar Distribution Group)
- RPN & Associates LLC
- RT Associates Inc.
- Sandy Alexander Inc.
- Solo Printing Inc.
- Southern Index Inc.
- Specialist Printing and Direct Mail
- Specialty Print Communications
- Spirit Graphics
- Steen Macek Paper Co.
- Sun Incorporated - Sun Printing of Orangeburg
- Sunbelt Graphics Inc.
- Team Ten LLC dba American Eagle Paper Mills
- The Jacobs Press
- The Printer Inc.
- The Printing Source Inc.
- Unimac Graphics
- United Corrstack LLC
- United Press & Graphics
- University Lithographers
- Walsworth Publishing Company
- Woodland Paper Inc.
- xpedx Stores Division
- Yorke Print Shoppe

SFI Inc. Unveils New Website and Blog

SFI INC. HAS A FRESH ON-LINE presence thanks to its revamped website — www.sfiprogram.org — and a new blog www.goodforforests.com

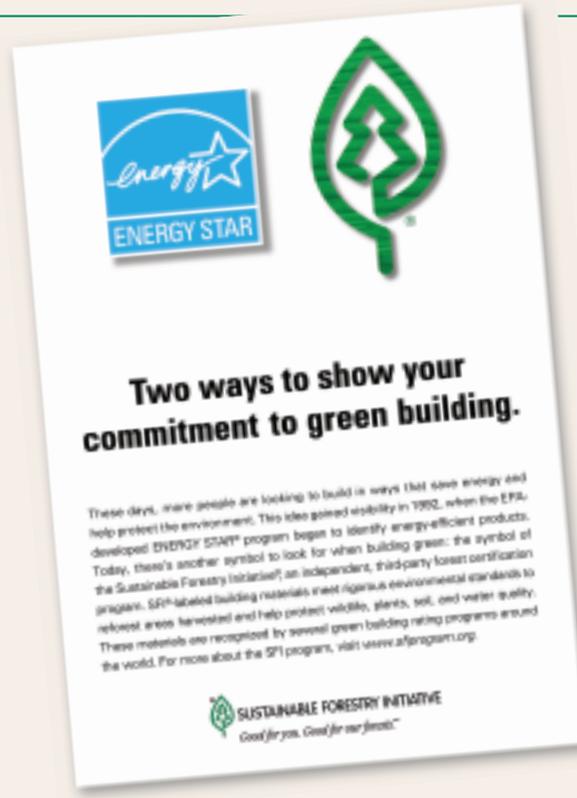
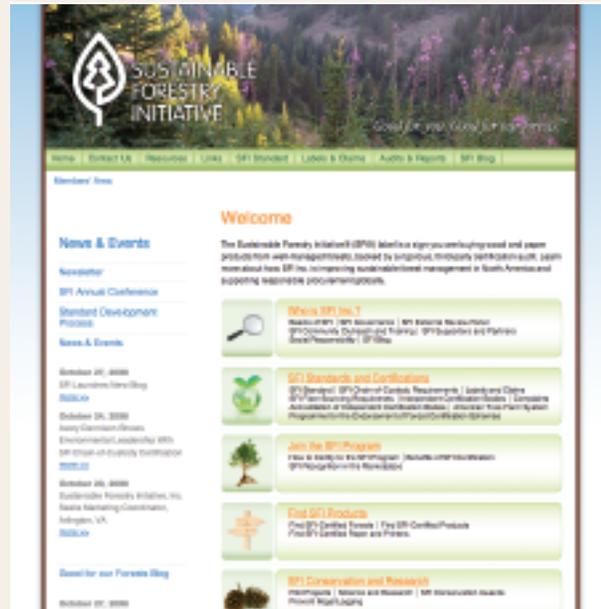
The website will make it easier for participants and consumers alike to get the latest facts about the program, and the blog — complete with an RSS feed — gives them a chance to hear what others are saying, and weigh in with their own views.

In her initial posting on the blog, SFI President and CEO Kathy Abusow said she looks forward to a dialogue with a range of stakeholders about certification and sustainability, and ways more people can become active participants in discussions about healthy forests.

The program website includes a searchable database to help consumers who want to make responsible buying decisions and locate suppliers of SFI-certified products. The site also provides a clearer explanation of SFI labels, details on critical forestry research sponsored by SFI-certified organizations and partners, and useful

links and marketing materials for those who want to promote their SFI certification.

There are password-protected sites for SFI program participants, fiber sourcing and chain-of-custody certification holders and SFI Implementation Committees. To request access to any of these sites or provide comments on the website or the blog, please email info@sfiprogram.org



SFI and Energy Star: A Winning Combination

THE SFI PROGRAM IS EXPANDING its marketing activities to show the environmental benefits of solid wood, while continuing to promote the value of SFI certification to the print and paper industry. And just as the paper campaign linked the SFI logo with the well-known recycling mobius; its wood messaging brings together SFI and Energy Star® — two ways to build responsibly.

NEW SFI FIBER SOURCING AND PROCUREMENT CERTIFICATIONS

- Blue Ridge Paper Products Inc.
- C.W. Zumbiel
- Grant Allendale
- Hub Folding Box Co. Inc.
- Longview Timberlands LLC
- Moncure Plywood LLC
- Progress Container & Display
- United Corrstack LLC

CURRENT PROGRAM STATISTICS

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

150 million acres (60 million hectares)

CHAIN-OF-CUSTODY CERTIFICATES

359 (from 262 in July 2008)

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.)

919 (from 726 in July 2008)

PROGRAM PARTICIPANTS

230

FIBER SOURCING CERTIFICATES

38 (from 31 in July 2008)

PEFC ANNEX 4 (U.S.) CERTIFICATIONS

PEFC chain-of-custody certificates 103
(up from 77 in July 2008)

PEFC certified locations 491
(up from 379 in July 2008)

SFI IN THE NEWS

Certification Backed by Head of Adirondack Club
Neil Woodworth, executive director of the Adirondack Mountain Club, has called SFI and Forest Stewardship Council certifications “real guarantors” of practices that result in healthy, sustainable forests. The comment was in an Associated Press item about sustainable forestry practices in New York State posted at www.newsday.com

Decorate Your Car – and Help SFI Inc.

STICARS co-owners Wendy Slavin and Erica Goldberg were looking for a way to contribute to an environmental organization, and they found it with the SFI Smiley. “When we saw the SFI Smiley, we knew it should be on every car on the road — the perfect way to raise awareness of SFI, make a difference in the environment — and put a smile on the road!” says Slavin. Buy the wood-grain smiley magnet for \$8 (US) and SFI Inc. will receive 10 percent of the proceeds. STICARS magnetic graphics are intended for use on the exterior of your car, but can adhere to any magnetic surface (fridge, school locker, filing cabinet). You can order your SFI Smiley from www.sticars.com



WHAT NEW SFI-CERTIFIED COMPANIES ARE SAYING

SFI continues its record growth. Read below to see what new certificate holders are saying about the SFI program.

Creative Automation. President Arun Veluchamy: “Having these certifications in place not only allows us to do something positive for the environment, but they also give us the ability to offer our clients more options when it comes to accomplishing their own green initiatives.”

Curtis Packaging. Don Droppo Jr., senior vice-president, sales and marketing: “As a socially responsible corporate citizen, we always strive to source our materials from sustainably managed forests. Becoming SFI certified is another great opportunity to empower our customers to make an educated environmental choice about their paperboard packaging.”

Intech Printing & Direct Mail. President Dave Wacker: “We are proud to be FSC and SFI certified for following environmentally responsible printing practices. Several customers have recently chosen Intech to print their projects because of our certification.”

King Printing. Adi Chinai, joint managing director: “By receiving the FSC and SFI certifications, we

are making clear our support of the environment, not just locally, but the world over. Recognition of the FSC and SFI standards is an achievement that our customers can align with, in order to better serve their clients and make clear their own responsibility to the environment.”

Pazazz. Founder and CEO Warren Werbitz, named by Graphic Monthly Canada magazine as 2008 Printer of the Year: “We were determined to offer our clients PEFC and SFI certification options as well (as FSC). Now we are leaders in environmentally friendly standards nearly across the board. We work hard at informing our clients about environmentally beneficial options and at promoting environmentally friendly paper, inks and labels.”

Sonoco. Jim Bowen, senior vice president of global paper operations: “We have a long history of sustainability and these certifications are just another example of how we are continuing each day to strengthen our environmental commitment.”

xpedx. Scott Harman, director of business imaging: “The new SFI certification of Vector Multi Purpose is an important step toward providing customers with the environmentally responsible, third-party certified products they increasingly want today.”

USFS Inviting Comments on Certification Study

THE U.S. FOREST SERVICE (USFS) wants to know what you think about third-party certification of its national forests.

The USFS recently held three public sessions involving federal land managers and stakeholders, including SFI and Forest Stewardship Council representatives, to highlight the findings of a study examining the implications of certification for public lands. It is seeking comments by Nov. 17 from all interested parties.

The National Forest System Certification Study, produced for the USFS by the Pinchot Institute for Conservation, documents third-party evaluations of current forest

management practices on five national forest units using the SFI and FSC standards, capturing lessons learned through a review of participant experiences.

The SFI 2005-2009 Standard includes public land requirements, and has been applied widely on public lands in the United States and Canada. SFI Inc. has commended the USFS for its proactive approach to certification, which is a valuable tool for forest managers regardless of land ownership.

More information is available at www.fs.fed.us/projects/forestcertification/index.shtml or by contacting Amy Doty.

Raising Awareness at NASCAR

MWV put the SFI brand in front of thousands of people when it partnered with The Coca-Cola Company to promote recycling and SFI certification during a NASCAR event at the Richmond International Speedway in September. MWV handed out T-shirts, bumper stickers and air fresheners, and displayed banners throughout the event site. Ned Massee, vice-president, corporate affairs for MWV, shown here with one of the T-shirts, said the promotion was very successful, raising a great deal of interest in certification and recycling.



RONA Labels Eco-Responsible Choices

RONA, Canada's largest distributor and retailer of hardware, home renovation and gardening products is helping customers identify eco-responsible choices — including those certified to the SFI program.

RONA has introduced eco-responsible signage on more than 300 brand name items that lessen the environmental impacts of one or several phases of their life cycle. Most of the products, identified in collaboration with the experts at the International Chair in Life Cycle Assessment, are also certified to eco-labels such as SFI, Energy Star and Green Seal.

"Our research shows that consumers are looking to adopt environmentally-friendly practices but often lack the necessary information to do so," says Robert Dutton, RONA's President and CEO. "The new signage allows us to provide information on products' environmental characteristics and guide consumers looking for eco-responsible hardware, renovation and gardening products."

SFI-Certified Doghouse for Uga VII

The University of Georgia's mascot, Uga VII, officially introduced his new state-of-the-art doghouse — made with SFI-certified materials from LP Building Products — at this year's season opener. With Georgia coasting on a 24-point lead early in the fourth quarter, the scoreboard video screen showed the English bulldog sound asleep in his air-conditioned house. Built by McCar Homes, the house is covered with LP SmartSide® Trim & Siding that resists dents and dings — and can handle anything from an errant football to a full-speed defensive lineman.



Bioenergy Workshop

PARTICIPANTS IN A RECENT SFI INC. BIOENERGY WORKSHOP have recommendations for the SFI 2005-2009 Standard revision process intended to ensure all wood products — including biomass for energy — are the result of responsible forest practices.

The workshop, held in Minnesota by SFI Inc. and the University of Toronto, brought together representatives from SFI-certified companies, the Minnesota Department of Natural Resources, the U.S. Forest Service and research organizations. Their goal was to review the SFI

2005-2009 Standard and suggest modifications as part of the current standard development process to address bioenergy issues.

In a report to the SFI annual conference on the workshop, Dr. Tat Smith, Dean and Professor of the Faculty of Forestry at the University of Toronto, said there are ambitious targets for bioenergy and renewable energy worldwide — presenting an opportunity to link certified forests to green energy.

For more information, contact Allison Welde.

Four Members Named to SFI External Panel

THE SFI EXTERNAL REVIEW PANEL, a group of independent experts who provide external oversight of the SFI forest certification program, has elected four new members.

They include Linda S. Casey, state forester with the Alabama Forestry Commission; Deborah Gangloff, executive director of American Forests; Jon W. Gasset,

commissioner of the Kentucky Department of Fish and Wildlife Resources; and Robin Morgan, assistant director for forest management in the Northeastern Area, State and Private Forestry, USDA Forest Service. For more information about the External Review Panel, visit www.sampsongroup.com/sfi/erp.htm

SIC Attends Georgia Environmental Conference

THE GEORGIA SFI IMPLEMENTATION COMMITTEE was represented at two recent events — the Georgia Chamber of Commerce's Third Annual Environmental Conference in late August and the American Institute of Architects-Georgia Conference and EXPO.

Coordinator Donna Gallaher is pictured here at the environmental conference with (from left) Winston Savelle, Georgia-Pacific; Matt Jones, Rayonier; and Steve Fowler, Weyerhaeuser, chair of the public outreach subcommittee. "Since our abundant forests play such an important role in Georgia's environment, we feel this is a very important event," says Gallaher, adding the committee was especially pleased that the conference

mailer and the agenda were printed on SFI-certified paper. More than 500 people attended, including government officials, business and industry leaders and others with a strong interest in the state's environmental programs.



SFI, INC. ANNUAL CONFERENCE 2008

SFI PART OF SARA LEE'S SUSTAINABLE PACKAGING

Glenn Ventrell, director of packaging, innovation and development, Sara Lee Corporation, told the conference that SFI certification is an important part of Sara Lee's sustainable packaging initiatives. Certification must deliver value because space on products labels is limited — Sara Lee is placing the SFI label next to the nutritional statement, and its folded cartons will soon carry the SFI logo.



CONSERVE FORESTS BY INCREASING THEIR VALUE

Michael Jenkins, president of non-profit Forest Trends, told delegates forests are lost when other uses, such as oil wells or shopping malls, offer more value. It is important to increase the value of forest resources and ensure forests are managed sustainably. The forest sector can help shape new ecosystem markets for carbon, biodiversity, conservation and water. In January 2008, SFI Inc. was among the sponsors of Forest Trends' 2nd annual Potomac Forum on Illegal Logging and Associated Trade.



From the Forest to the Store Shelf to Minnesota

THE 13TH ANNUAL SFI INC. CONFERENCE was once again an energy-filled celebration of growth and achievement.

Almost 200 delegates attended "SFI — From Forest to Store Shelf" and explored issues such as market demand for green products, carbon markets, illegal logging — and the opportunities each represents for SFI certification. Attendees included customers throughout the print, packaging and solid wood supply chain as well as SFI Implementation Committees, SFI-certified organizations, certification bodies, consulting foresters, the independent SFI External Review Panel, state and provincial agencies, professional loggers, academics, researchers and conservation groups.

Minnesota SFI Implementation Committee members were fantastic hosts — using the event as an opportunity to demonstrate the countless benefits of their partnership with the local Habitat for Humanity and giving each delegate a T-shirt promoting the project.

SFI Inc. President and CEO Kathy Abusow ended the three-day conference by pointing out SFI Inc. is in a truly enviable position to meet corporate and consumer demands for environmentally responsible forest products. "Market research shows the only thing stronger than the demand for eco-friendly products is concern about unsubstantiated claims," she said. "The SFI program addresses both, with a comprehensive standard grounded in science and backed by third-party audits, and on-product labels that tell you what you are buying."

SFI Inc. wishes to thank delegates, speakers, sponsors and everyone else who made the 2008 annual conference a great success. And if you did attend the conference, please make sure you submit your comments to help plan future events — contact Amy Doty if you have any questions about the online survey. Conference information and presentations can be found under events at www.sfiprogram.org

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Managing Your Forest for Years to Come

The Sustainable Forestry Initiative® (SFI) Program can help you better manage your forest property with these FREE publications:

- Sustainable Forestry: A Landowner's Manual
- Minnesota Forest Invaders: A Guide to Invasive Species

For your free copy contact us at 218-722-5013, or write to: MN SFI Implementation Committee, 903 Medical Arts Building, 324 West Superior Street, Duluth, MN 55802

The SFI Program promotes forest stewardship integrating reforestation, marketing, and harvesting trees for useful products with conservation of soil, air, and water resources, fish and wildlife habitat, and forest aesthetics.



SFI President and CEO Kathy Abusow recognized award winners, including (top): Debi Barrett who accepted the Leadership in Conservation Research Award on behalf of Rayonier Inc.; (centre) Brian Kernohan who accepted the SFI-Congressional Sportsmen's Foundation Wildlife Stewardship Award on behalf of the Minnesota division of Forest Capital Partners; and (bottom) Greg Harden, CEO of Harden Furniture Inc., who received a special President's award plaque to recognize the fact that Harden is so proud of its SFI certification it has an SFI logo on its company car.

Excellence Honored at SFI Conference

THE SFI ANNUAL CONFERENCE gave President and CEO Kathy Abusow a chance to honor achievements in both conservation and marketing.

The 10th SFI Implementation Committee Achievement Award went to the host Minnesota committee for a year of outstanding community service, which included a partnership with North St. Louis Habitat for Humanity to build a home with products from well-managed forests. This is the third time the Minnesota team has won the award.

For her President's awards, Abusow selected five companies whose support for the SFI program has helped raise awareness and advance SFI market acceptance. The award winners were: Harden Furniture, JELD-WEN Windows and Doors, National Envelope, Sierra Pacific Industries and Smead Manufacturing Company.

Rayonier Incorporated of Jacksonville, Fla., became the second recipient of a Leadership in Conservation Research Award. The company was honored for

promoting conservation of native biological diversity and delivering critical research to help foresters understand how to better protect the hairy rattlesnake, one of Georgia's rarest plants. The research project, which also involved Georgia Southern University, the Georgia Department of Natural Resources and the Georgia Forestry Commission, attracted media attention from as far away as Germany and New Zealand.

The SFI-Congressional Sportsmen's Foundation Wildlife Stewardship Award went to the Minnesota division of Forest Capital Partners for a landmark conservation easement that preserves wildlife habitat, protects jobs and ensures public access to almost 80 square miles (200 square kilometres) of forestland in northern Minnesota.

The Forest Capital Partners team worked with public agencies and conservation groups such as the Blandin Foundation, The Conservation Fund, The Nature Conservancy, and The Trust for Public Land to create the conservation easement.

Billboards Greet SFI Delegates

WHEN THE MINNESOTA SFI Implementation Committee arranged to place billboards facing north on Interstate 35 South 80 miles from the Twin Cities, its aim was to reach a lot of hunters and tourists. An

added bonus was the fact the billboards were in place in time for the SFI annual conference so any delegates driving into town from the north had a chance to see the committee in action.



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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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The SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners for use, as well as copies of materials posted to the member areas of its website. Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should contact Amy Doty (amy.doty@sfiprogram.org).

SFI TRADE SHOW UPDATE

Look for SFI staff at the GreenBuild in Boston (Nov. 19-21), the RONA Supplier Meeting and Consumer Event in Toronto (Nov. 20-23) and Design City in Toronto (Nov. 22-24).

It has been a busy fall — SFI Inc. was represented at the National Hardwood Lumber Association (NHLA)

Annual Conference, DMA2008 (Direct Marketing Association), the American Tree Farm System Annual Conference, the Unisource Annual Report Show, the 2008 Print Solutions Conference and Expo in Baltimore, and the 2008 Society of American Foresters Annual Conference in Reno.

SFI Board Member Laurie Wayburn Wins Prestigious Leadership Awards

LAURIE WAYBURN, co-founder and president of the Pacific Forest Trust (PFT) and a member of the SFI Board's environmental chamber, has received two prestigious awards for her pioneering work related to forests and climate. In September, she won the Kingsbury Browne Conservation Leadership Award, the Land Trust Alliance's top honor, and in June, she was one of the recipients of a 2008 James Irvine Foundation Leadership Award.

PFT is the only U.S. non-profit dedicated exclusively to promoting the conservation and stewardship of America's private forestlands, with a key focus on climate stabilization. Wayburn and PFT co-founder Connie Best created the first conservation easements on working forests, which reward

landowners with financial incentives and tax breaks for protecting and restoring their forests, and managing them sustainably. Once considered too complex, this approach now protects millions of forested acres around the United States.

"Laurie Wayburn has been a policy innovator for a long time," says Russ Shay, director of public policy at the Land Trust Alliance. "When California created a global warming policy, it was Laurie who got the state to make forests part of the equation. While others are simply thinking about carbon credits, Laurie and her team were designing a credible, state-adopted system for measuring and selling emissions reductions from forests that is now considered a model for others to emulate."

SENDING GREEN GREETINGS



Starting Dec. 1, you can buy SFI-certified seasonal or blank cards featuring photos of North American wildlife and forests — and help restore degraded lands in a developing country. For every card sold, SFI Inc. will arrange to have a tree

planted by Trees for the Future, providing environmental and social benefits. The cards can be ordered by emailing info@sfiprogram.org — they cost \$3.75 (US) each.

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), that is internationally recognized and among the largest in the world. It is one of the fastest growing forest certification programs with 150 million acres (60 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements

that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which can communicate to buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.