



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative, Inc.

SFI Implementation Committee South Regional Meeting

September 21, 2010

Submitted to Counsel 10/19/2010 ; Approved by Counsel 10/20/2010

Submitted to SIC Chairs - South Region 10/29/2010 ; Approved by SIC Chairs – South Region _____

This document will serve as the record of the proceedings of the September 21, 2010 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC South Region.

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ACTION #	Action Item Description	Responsible	Deliver by:
01-Sept-10-South SIC	SFI Inc. will determine best method for providing SICs with SFI Inc. current market outreach efforts, to ensure SICs coordinate their efforts accordingly.	Doty/McMillan	November 15, 2010
02-Sept-10-South SIC	SFI Inc. will provide SICs with a list of SFI labeled products, which SICs will use to develop SFI shopping lists at the local level.	Doty/Metnick	November 30, 2010
03-Sept-10-South SIC	Southern SIC representatives will contact Chris Erwin if they are interested in having their logger training courses posted online.	SIC Chairs	As appropriate
04-Sept-10-South SIC	SICs will send Amy Doty logger training program lists to develop a consolidated list of available programs throughout the Southern region, which will then be posted on the SIC members only page of the SFI Inc. website.	SIC Chairs	Fall 2010

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PARTICIPANTS

	Committee members	Company			
1.	Kevin Hoyt	TN SIC - Huber Engineered	10.	Jim Demoss	VA SIC - MWV
2.	John Mullis	GA SIC – Huber Engineered	11.	Monica Warren	GA SIC – Georgia-Pacific
3.	Steve Fowler	GA SIC – Weyerhaeuser	12.	Mike Griggs	AL SIC – International Paper
4.	Donna Gallaher	GA SIC – University of GA	13.	Liz Sandler	American Forest Foundation, American Tree Farm System
5.	Matt Thuman	NC SIC – Campbell Group	14.	David Ledford	External Review Panel member, Appalachian Wildlife Foundation
6.	Sam Hopkins	AL SIC - Westervelt Company		SFI Inc. Staff	Title
7.	Chris Erwin	AL SIC – Alabama Forestry Association	15.	Amy Doty	Manager, Community Outreach
8.	Brenda Hiendl	MS SIC – International Paper			
9.	Brian Gowin	TX SIC – Campbell Group			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Introductions and Antitrust Reminder	Kevin Hoyt welcomed participants to the meeting and each participant introduced themselves to the group. Amy Doty provided the antitrust reminder.	
SIC Governance Document Review	<p>Hoyt facilitated a roundtable of SICs represented and reviewed 2010 accomplishments in regards to the 2010-2014 Standard. Committees are updating and/or printing their landowner outreach materials. Logger training modules are being updated throughout the region to include all the SFI 2010-2014 Standard requirements. Additional items of particular interest included: Alabama's BMP process undergoing successful review by the Southern Group of State Foresters; Virginia's sponsorship the Forestry Awareness program and trail at Montpelier, in conjunction with VA Tech; and Tennessee will continue hosting Forestry Camps each year.</p> <p>Participants discussed the value of supporting versus participating in teacher workshops. Many SIC members felt these are very productive and worthwhile in promoting the SFI program, reinforcing SFI program goals and providing participants a visual of what to look for in the marketplace.</p> <p>Participants inquired regarding SFI's current market outreach efforts, and Amy Doty provided an update. SICs would be interested in receiving an update on SFI's market outreach efforts on a regular basis to ensure consistency and coordination with their outreach efforts. ACTION: SFI Inc. will determine best method for providing SICs with SFI Inc. current market outreach efforts, to ensure SICs coordinate their efforts accordingly.</p> <p>The group discussed logger training and certification program recognition. The group felt further clarification was needed around qualified logging professional and certified logging professional. Tennessee SIC representative Kevin Hoyt noted the TN SIC will discuss recognition of Kentucky's logger certification program at the SIC level and possibly at the state forestry association level. Discussion also included potential for reciprocity of other state's certified logging and qualified logging professional programs.</p>	01-Sept-10-South SIC
2011 SIC Regional Work Plan	<p>Participants reviewed SFI Inc.'s 2011 SIC Work Plan recommendations document and discussed areas for collaboration within the southern region. ACTION: SFI Inc. will provide SICs with a list of SFI labeled products, which SICs will use to develop SFI shopping lists at the local level.</p> <p>Participants discussed collaboration with the American Tree Farm System (ATFS) and state committees. Many SICs are involved in Project Learning Tree programs and encourage others to become involved. Alabama partners with American Forest Foundation's Grass Tops program to reach out the customers/consumers in their area, and again would encourage SICs to do the same. Another example of collaboration with ATFS is Tennessee's collaboration with ATFS and the American Chestnut Foundation in the planting of chestnut trees in the state. Liz Sandler provided an update regarding ATFS' outreach efforts. ATFS is working on certification messaging for educating landowners on the value of certification</p>	02-Sept-10-South SIC

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AGENDA ITEM	DISCUSSION	ACTION ITEM
	<p>and what it means for them. Sandler also noted ATFS state committees need additional resources to ensure the ATFS program is appropriately implemented at a local level. Meeting participants agreed collaboration with ATFS state committees was a valuable opportunity and would investigate this further for 2011.</p> <p>Participants also discussed regional coordination regarding logger training efforts. Alabama offered to post courses/content online for other Southern SICs, if an SIC chooses. ACTION: Southern SIC representatives will contact Chris Erwin if they are interested in having their logger training courses posted online. The group discussed hosting online courses and the value of holding in-person training courses. ACTION: SICs will send Amy Doty logger training program lists to develop a consolidated list of available programs throughout the Southern region, which will then be posted on the SIC members only page of the SFI Inc. website.</p>	<p>03-Sept-10-South SIC</p> <p>04-Sept-10-South SIC</p>
Regional Specific Discussion Items	<p>Participants discussed recruitment and outreach to a diverse group of stakeholders. SICs were encouraged by an External Review Panel member to reach out to the U.S. Forest Service in their respective states and offer them a seat at the table. Outreach to universities was also recommended.</p>	
Wrap up and Adjourn	<p>Amy Doty will provide a meeting summary, and will ensure SICs receive a reminder to provide logger training information lists to Doty for consolidating and posting online. Doty will also include a copy of the SIC governance document and SFI Inc.'s 2011 SIC work plan recommendations document.</p>	