



# SUSTAINABLE FORESTRY INITIATIVE

## MINUTES OF THE

### Sustainable Forestry Initiative, Inc. South Region SIC Meeting

September 17, 2013

Submitted to Counsel 10/21/2013; Approved by Counsel 10/21/2013  
Submitted to South Region SIC 11/27/2013; Approved by South Region SIC \_\_\_\_\_

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This document will serve as the record of the proceedings of the Sept. 17, 2013 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) South Region SIC.

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**ACTION ITEMS**

<b>ACTION #</b>	<b>Action Item Description</b>	<b>Responsible</b>	<b>Deliver by:</b>
<b>#01- SEP-13-SO SIC</b>	<b>Creating 2014 Priorities.</b> SFI Inc. to review recommended 2014 priorities, and develop 2014 workplan recommendations for all SICs.	Amy Doty	December 15, 2013
<b>#02- SEP-13-SO SIC</b>	<b>SFI Standard Revision Process.</b> SFI Inc. to discuss development of an SIC Qualified Logger logo, or other appropriate promotional piece for loggers.	Amy Doty	December 15, 2013
<b>#03- SEP-13-SO SIC</b>	<b>SIC Outreach Brochure.</b> SFI Inc. will develop an SIC Outreach brochure and seek SIC review.	Amy Doty	December 31, 2013
<b>#04- SEP-13-SO SIC</b>	<b>Logger Training Collaboration.</b> SICs interested in supporting a regionally supported logger training DVD course should contact the NC SIC Chair.	All SIC Chairs	December 31, 2013

**PARTICIPANTS**

	<b>Committee members</b>	<b>Company</b>			
			14.	Joe Pokorny	Molpus Timberlands - LA
1.	Ron Honea	The Campbell Group - MS	15.	Bob Izlar	University of GA - GA
2.	Bryan Hulka	Weyerhaeuser - NC	16.	Larry Spillers	Jordan Forest Products - GA
3.	Kevin Gallagher	Resolute - TN	17.	Chase Cook	GA SIC - GA
4.	Linda Casey	AL Forestry Commission - AL	18.	Donna Gallaher	GA SIC - GA
5.	William Hubbard	CES – Southern Region - GA	19.	James Norris	Graphic Packaging, Int'l - GA
6.	Tom Merriman	GP - SC	20.	Eric Lanz	Rayonier - GA
7.	Aaron Rabin	GP - MS	21.	Ben Cazell	Rayonier - FL
8.	Tom Monaghan	Mississippi SIC - MS	22.	Joe Parsons	Graphic Packaging, Int'l - GA
9.	Allison Welde	Enviva LP – VA, NC, MS	23.	Dee Andrews	Norcom, Inc. - GA

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10.	Rick Cantrell	Blackbriar Environmental	24.	Kathleen Brooks	GP - FL
11.	Cory W. Martin	Environmental 360, Inc. - AL	25.	Cheryl George	PCA – GA/FL
12.	Ruth Cook	Molpus Timberlands - MS	26.	Hughes Simpson	TX A&M Forest Service - TX
13.	Nate Irby	MS Forestry Association - MS	27.	Trevor Cutsinger	The Conservation Fund - NC
28.	John Auel	MS State University - MS	39.	Marty Toms	Weyerhaeuser - LA
29.	Dan Roach	Rayonier - FL	40.	Carey Potter	Environmental 360, Inc. - AL
30.	Bill Kuhn	GP/TFA - TX	41.	Mona Griswold	MWV - VA
31.	Shannon McCabe	VA Forestry Association - VA	42.	Scott Meek	Green Bay Packaging - AR
32.	Brad Fuller	Huber Engineered Wood - VA	43.	Mike Boyd	Evergreen Packaging - AR
33.	Brenda Heindl	IP - TN	44.	Richard Stich	Plum Creek – AR/LA
34.	Jim Durham	IP - NC	45.	Ron Heatherly	Evergreen Packaging – NC/SC
35.	Mark Palmer	IP - TN	46.	Chris Erwin	AL Forestry Association - AL
36.	Miles Lacy	Green Bay Packaging - AR	47.	Sam Hopkins	Westervelt – AL/MS/GA
37.	Eric W. Smith	Kapstone Paper - SC	48.	Brian Gowin	The Campbell Group - TX
38.	James Edelen	Louisiana Pacific - TX	49.	Barry Graden	Dir., SE U.S. Community Outreach, SFI Inc.

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<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>ACTION ITEM</b>
<b>Welcome, Introductions, Antitrust</b>	Chairman James Edelen welcomed meeting attendees. Barry Graden provided an antitrust reminder.	
<b>SIC Roundtable</b>	<p>Meeting attendees provided an overview of recent successes and accomplishments per each SIC represented. Discussion included the following:</p> <p><b>TX SIC</b> – Hosts an annual seedling giveaway, working with the Teachers Conservation Institute and Project Learning Tree (PLT). Works closely with local Boy Scouts of America (BSA), Future Farmers of America (FFA) and other youth oriented groups. Develops and submits thank you notes to vendors using SFI certified products. Working on a letter of support from the Governor on LEED.</p> <p><b>SC SIC</b> – The SC TOP Logger training 3-year program was consolidated to 1 year. Developed a DVD system, so loggers can now do their update training in the woods. Involved with the SC Teachers Tour with South Carolina Forestry Association. Also involved in PLT and Wood Magic. Landowner Association meetings this calendar year to generate interest to family forest owners.</p> <p><b>MS SIC</b> – Established a subcommittee for Youth Forestry working with: BSA, FFA, and 4-H. The SIC runs quarterly MS Forestry Association magazine advertisements; landowner outreach efforts include a MS Forest Facts SFI fact sheet; MS sponsors exhibits, bumper stickers, paper bags, economic impact booklet, among other items.</p> <p><b>AL SIC</b> – State Forester Linda Casey got an Executive Order passed to support equal recognition for forest certification standards in state building projects; met with the chair of USGBC State Chapter. The SIC is on the USGBC state chapter agenda to make a presentation at their upcoming state program.</p> <p><b>NC SIC</b> – Two years ago they aligned sub-committees to be closer with SFI: landowner outreach, marketing, etc. Committee runs an annual grant program for funding of special projects/events including teacher tours, environmental camp for middle school students, supporting ATFS and NC Pro Logger program (they work with NCFCA to administer this logger training program).</p> <p><b>FL SIC</b> – Biggest accomplishment is transitioning to a new DVD-based, logger training program. With annual logger training renewals required, this system provides better record keeping and accounting of required training hours. They will be evaluating it at the end of the year, but so far they want to include more FL-specific material. The SIC's education outreach includes involvement in PLT, a FL Teacher Tour, education mini-grants, and improving the SIC web site. An SIC information exhibit is under development.</p> <p><b>VA SIC</b> – The SIC is very active in logger training and forestry education. They are currently working on the second annual AIA architects' tour to an ATFS tree farm. They are also working with SFI to get the VA state forests certified.</p> <p><b>AR SIC</b> – The AR SIC is currently reorganizing, including updates to bylaws, logger training program, and landowner</p>	

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	<p>outreach training materials. They continue working with AR Forestry Assoc.</p> <p><b>TN SIC</b> – The TN SIC is updating its logger training curriculum and implementing outdoor training for loggers. They continue working with Tennessee Forestry Association and TN Forestry Commission for promotional and educational events, such as Tree Day on Capitol Hill, etc. They are working with Farm Bureau by providing a booth, talking with landowners, etc. The focus with landowners is on issues resolution, i.e. resolving questions received from landowners and working with the TN Forestry Commission who will dispatch personnel to meet with landowners on site. The SIC is involved in the TN Teachers Conservation workshops along with the state Tree Farm Committee. There is a 1 hour classroom presentation, which generates good interest in certification.</p> <p><b>LA SIC</b> – The LA SIC is a Subcommittee of LA Forestry Association (LFA) providing opportunity to leverage resources. There is good cooperation with the Tree Farm subcommittee and other committees. The SIC has worked to update its online web based landowner outreach information. They also provide active information outreach on radio, TV, magazines, hunters outreach, etc. They are cooperating on a Black Bear Conservation book for landowners promoting bear conservation. There also exists a LA Tree Farm Independent Managed Group – 287K acres so far (5 landowners), which LFA oversees.</p> <p><b>GA SIC</b> – Logger education program is run by the SIC. Landowner outreach is done through direct mail using property ownership records, targeting new landowners of 500 acres or more; this has been 12-13 years in the making. The effort has resulted in a good mailing list for information. Regarding public outreach, the SIC is active in teacher workshops, regional events in Atlanta (including the Wood Forestry Symposium, hosted by the local USGBC chapter). Other activities include IBC Wood Works Wood Solutions Fair, AIA meetings, and the GA Habitat for Humanity event.</p>	
<p><b>Creating 2014 Priorities</b></p>	<p>Meeting attendees discussed 2014 priorities and action items for SICs. Recommendations and ideas included:</p> <ul style="list-style-type: none"> <li>• Outreach to local USGBC state Chapters</li> <li>• Logger Training Consistency - The LA SIC mentioned expanding partnerships with logging industry for training and workers. Sharing information between different organizations facilitates adding consistency with logger training. The NC SIC agreed – one 30-min segment DVD is \$30K (which is available for a fee). Also, using the same nomenclature for logger training can be very helpful. Additionally, consistent certificate numbers and expiration dates across state lines would be a huge step in the right direction. The Standard Revision could be an opportunity to facilitate consistency.</li> <li>• Continue to work with ATFS to certify landowners; the IMG strategy is a good one.</li> <li>• Diversification of SIC funding, beyond forest industry.</li> <li>• More emphasis on University Outreach. Students are generally unaware of SFI.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Teachers' workshops – attendees noted PLT offers a High School module called Forests of the World teaching certification, Montreal Process etc.</li> <li>• Youth Education outreach – get SICs to address SFI training in senior classes of university forestry curriculums.</li> </ul> <p><b>ACTION:</b> SFI Inc. to review recommended 2014 priorities, and develop 2014 workplan recommendations for all SICs.</p>	<p align="center"><b>#01- SEP-13-SO SIC</b></p>
<p><b>SFI Standard Revision Discussion</b></p>	<p>Meeting attendees discussed the current Standard Revision, noting the SFI Standard Review workshop immediately following the meeting.</p> <p>Attendees suggested development of an SIC Qualified Logger Logo, allowing trained loggers to promote the training.</p> <p><b>ACTION:</b> SFI Inc. to discuss development of an SIC Qualified Logger logo, or other appropriate promotional piece for loggers.</p> <p>Attendees discussed additional activities SICs could take on, including additional youth education outreach and consulting forester training. Attendees also noted the SIC governance document will likely not require substantive changes, however the document will be reviewed and revised based on any changes noted in the revised SFI Standard.</p>	<p align="center"><b>#02- SEP-13-SO SIC</b></p>
<p><b>SIC Outreach Brochure</b></p>	<p>Chairman Edelen discussed the proposed SFI Inc. SIC Outreach brochure concept.</p> <p>Meeting attendees noted an issue-specific outreach brochure would be useful, i.e. hook and bullet, green building, and forest markets, with ability to develop regional or audience-specific supplemental brochures. The brochure should be less text heavy, incorporate visuals and written for general public consumption.</p> <p>Content suggestions included:</p> <ul style="list-style-type: none"> <li>- a Basic message of: "There is a forest products industry and it is sustainable"</li> <li>- information regarding "protection" vs. sustainable use of trees;</li> <li>- message regarding strong forest markets and sustainability; and</li> <li>- address international audiences.</li> </ul> <p><b>ACTION:</b> SFI Inc. will develop an SIC Outreach brochure and seek SIC review.</p>	<p align="center"><b>#03- SEP-13-SO SIC</b></p>

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<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>ACTION ITEM</b>
<b>Regional Specific discussion items</b>	<p>Louisiana representatives noted trained logging force (or lack of) is a limiting factor in the state as industry expands. The Logging Council is taking the lead to address this, with help from the USFS and others to set up a program with LA Tech for curriculum to train workers, including master Logger certification (11 graduate this summer, 9 have found jobs). Attendees also noted availability of trained loggers is an issue in many states.</p> <p>NC SIC developed a DVD-based logger training course that is available for a fee. The NC SIC is interested in making it a regionally supported tool, given the cost of production.</p> <p><b>ACTION:</b> SICs interested in supporting a regionally supported logger training DVD course should contact the NC SIC Chair.</p> <p>Hughes Simpson, with the Texas A&amp;M Forest Service, gave a brief presentation of the Texas A&amp;M Forest Service Water Conservation / BMP report. The Southern Group of State Foresters Water Resources Committee produced a report of BMP implementation, beginning in 2008 and updated in 2012. The new report showed BMP conformance increased from 87% ('08) to 92% ('12). The report is used for national policy outreach purposes and is available for download at <a href="http://www.southernforests.org/resources/publications/SGSF%20BMP%20Report%202012.pdf/view">http://www.southernforests.org/resources/publications/SGSF%20BMP%20Report%202012.pdf/view</a></p>	<b>#04- SEP-13-SO SIC</b>
<b>Wrap up and Adjourn</b>	Chairman Edelen thanked attendees for their participation and the meeting adjourned at 10:15AM.	