

THE
FUTURE IS NOW.

decided



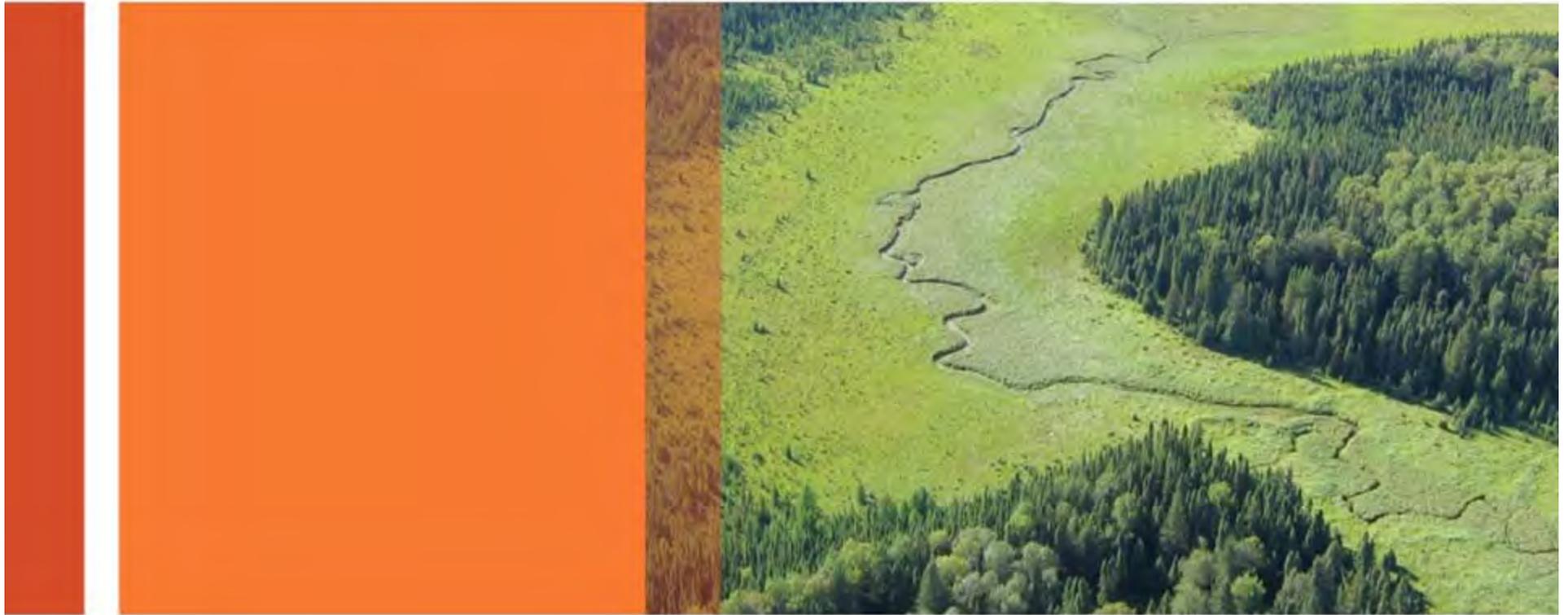
Welcome to the
2012 SFI Annual
Conference

Kathy Abusow
President & CEO



SFI-0001

> Integrity





How many acres/ ha are certified to the SFI Standard ?



1. 149 million acres/ 60 million ha
2. 181 million acres/ 72 million ha
3. 193 million acres/ 81 million ha



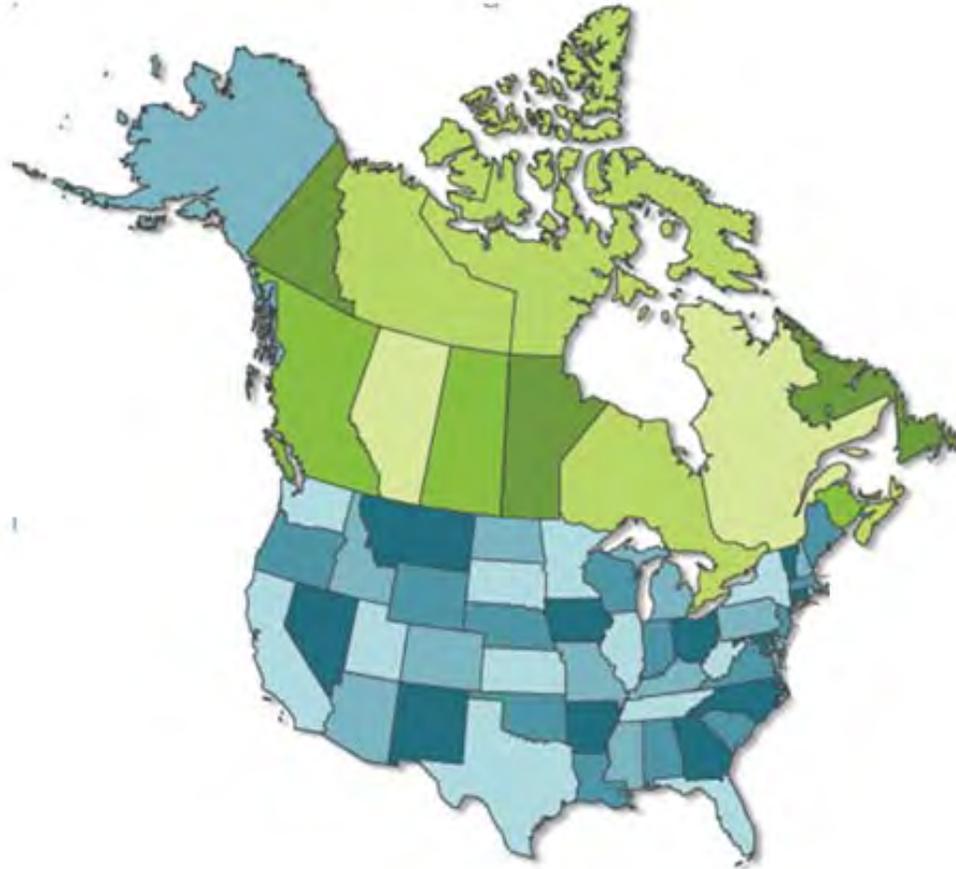


How many acres/ ha are certified to the SFI Standard ?



Canada: 132 million acres/ 53 million ha

USA: 61 million acres/ 25 million ha



193 million acres/ 78 million ha



How much of the certified forest in Canada and the US is recognized by SFI?

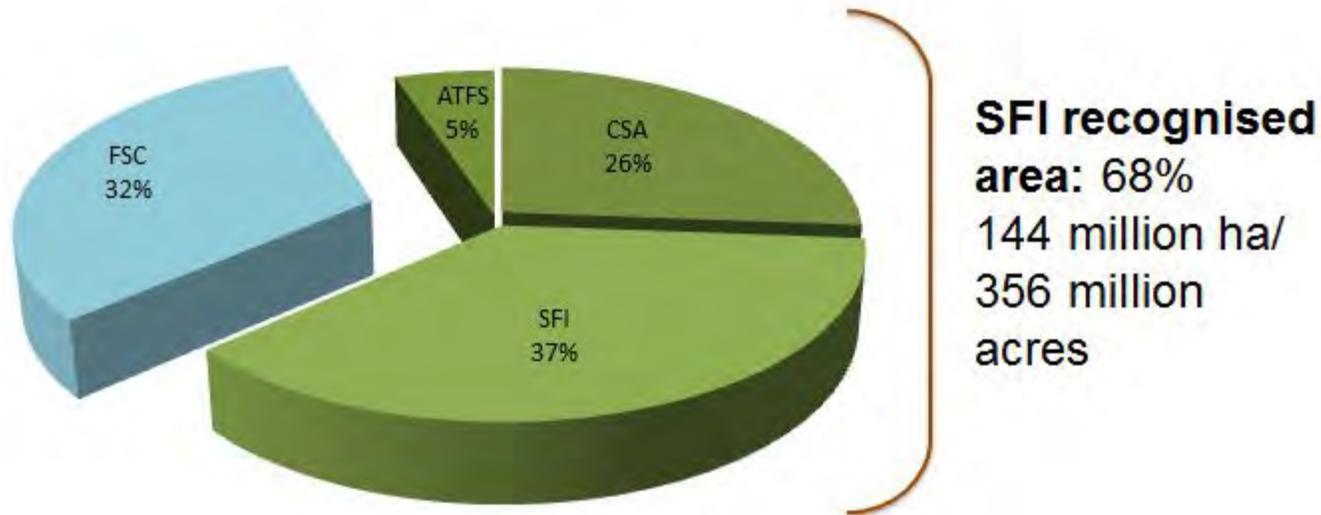


1. 54%
2. 61%
3. 68%
4. 81%



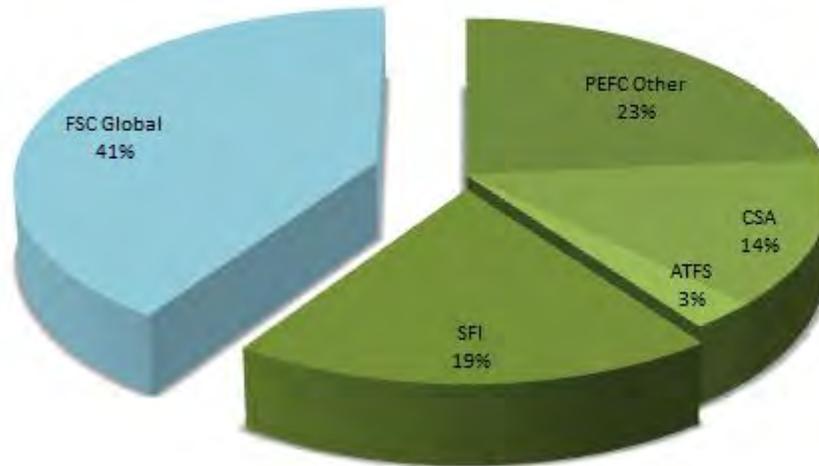


How much of the certified forest in Canada and the US is recognized by SFI?





How much of PEFC certified forests globally are recognized by SFI?



**PEFC N.A.
portion of PEFC
total: 61%**
144 million ha/
356 million acres



> Conservation





SFI has invested \$1.27 million in our Conservation Grant Program. How much has this leveraged from our partners?



Is it approximately:

1. \$1.2 million
2. \$2.4 million
3. \$3.5 million





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1. \$1.2 million
2. \$2.4 million
3. \$3.5 million

Number of grants awarded in 2012	5
Total number of grants awarded since 2010	29
Total SFI commitment since 2010	\$1.27 million
Total value with partner contributions	\$4.8 million



According to studies by EPA and the Congressional Budget Office, the cost of addressing America's clean water infrastructure needs over the next 20 years could exceed ...



1. \$250 million
2. \$750 million
3. \$5 billion
4. \$400 billion



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1. \$250 million
2. \$750 million
3. \$5 billion
4. \$400 billion

- This is roughly twice the current level of investment by all levels of government.
- The needs for drinking water infrastructure drive this figure even higher.

> Community





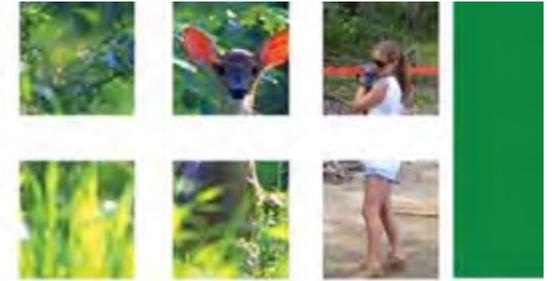
How many future leaders can SFI reach through the Boy Scouts of America partnership?

1. 500,000
2. 2.7 million
3. 5.3 million





About how many future leaders will we reach through the Boy Scouts of America partnership?



1. 500,000

2. 2.7 million

3. 5.3 million



- As of December 2011, there were nearly 3 million active youth members of the Boy Scouts of America



SUSTAINABLE FORESTRY INITIATIVE

SFI-0001

> Market Transformation





How many label requests did we have per year, 5 years ago in 2007?



1. 5
2. 150
3. 1000
4. 2400
5. 4400





How many label requests did we have per year, 5 years ago in 2007?



1. 5
2. 150
3. 1000
4. 2400
5. 4400





How many label use requests has SFI had year-to-date for 2012



1. 150
2. 4400
3. 1000
4. 2400





How many label use requests has SFI had year-to-date for 2012



1. 150
2. 4400
3. 1000
4. 2400

- SFI has had 4400 label use requests since January 2012
- That is an average of 26 label requests a day!





Which of these green building rating programs does NOT recognize SFI?



1. International Green Construction Code (IgCC)
2. ANSI/ ICC 700 National Green Building Standard
3. ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (Green Globes)
4. Leadership in Environmental Energy and Design (LEED)





Which of these green building rating programs does NOT recognize SFI?



- ✓ International Green Construction Code (IgCC)
- ✓ ANSI/ ICC 700 National Green Building Standard
- ✓ ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (Green Globes)
- X Leadership in Environmental Energy and Design (LEED)





How many members of Congress have spoken out in favor of SFI and ATFS's inclusion in LEED?



1. 75
2. 89
3. 105





How many members of Congress have spoken out on behalf of SFI urging its inclusion in LEED?



1. 75

2. 89

3. 105

*“There are over 86 million acres certified to **SFI** and **ATFS** across the United States. These forests are responsibly managed, protect biodiversity and water quality, and generate products that would be excellent components of what is categorized as a green building.”*

May 21st letter from a Bipartisan group of 8 Members of Congress, led by Representatives Thompson (PA) and Schrader (OR).





Since the January launch, how many have viewed SFI's Green Building Continuing Education Unit?

1. 5,000
2. 15,000
3. 25,000





Since the January launch, how many have viewed SFI's Green Building Continuing Education Unit?

1. 5,000
2. 15,000
3. 25,000



- The content has been viewed about **25,000** times – and over 500 earned AIA credits by taking the associated test



THE *decided*
FUTURE IS NOW.



How are YOU
going to build a
stronger future
for our forests
and our
communities?



511-0001



How are YOU going to build a stronger future for our forests and our communities?



1. Recruit new members to grow responsible forestry
2. Build conservation partnerships
3. Tell your customers about SFI
4. Volunteer with Scouts/ Habitat for Humanity
5. Meet with government re: SFI benefits



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Kathy Abusow
President and CEO

Thank You!



SFI 06001