



SUSTAINABLE FORESTRY INITIATIVE

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SFI-00001

Sustainable Forestry Initiative Inc. Communications Committee AGENDA

Tuesday June 16, 2015

9AM-3PM EDT

SFI Inc. DC Offices – 2121 K Street, NW, Washington, DC 20037

- Prior evening dinner Monday June 15, 6:00 p.m. (Eastern time) at [Blue Duck Tavern](#) (24 & M Streets, NW)
 - Meet & Greet with Continental Breakfast -- 8:30 a.m. to 9:00 a.m. (Eastern time)
 - Meeting time – 9:00 a.m. to 3:00 p.m. (Eastern time)

ACCESS (Dial-In) NUMBERS:

Call-in toll-free number (US/Canada): 866-740-1260

Call-in toll number (US/Canada): 303-248-0285

Attendee access code: 5963458#

8:30 a.m. – 9:00 a.m.	Meet & Greet with Continental Breakfast
9:00 a.m. – 9:15 a.m.	I. Welcome, Introductions, Confidentiality and Antitrust Reminder
9:15 a.m. – 10:00 a.m.	II. Media Coverage Overview – May/June 2015
10:00 a.m. – 10:30 a.m.	III. Edelman Berland Media Recap – Q1
10:30 a.m. – 12:00 p.m.	IV. TreeHugger Presentation: Joel Babbitt, CEO & Travis Bright, VP Sponsor Relations
12:00 p.m. – 12:30 p.m.	Buffet Lunch in SFI Offices
12:30 p.m. – 1:00 p.m.	V. Natural Marketing Institute Presentation: Scot Case, Vice President Strategic Consulting
1:00 p.m. – 2:00 p.m.	VI. Addressing negative campaigns targeting customers
2:00 p.m. – 2:30 p.m.	VII. Market Relevance Fact sheet discussion
2:30 p.m. – 3:00 p.m.	VIII. Agency path forward to 2016 IX. Final thoughts, discussion items, remaining Communications Committee call schedule
3:00 p.m.	Adjourn
Remaining 2015 Communications Committee Calls	July 7th 10:30-12:30 Eastern August 4th 11-12 Eastern September 1st 11-12 Eastern October – no call; annual conference November 3rd – 11-12 Eastern December 1st – 11-12 Eastern