



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative Inc. Western Region SIC Leadership Meeting

September 11, 2012

Submitted to Counsel 10/11/2012 ; Approved by Counsel 10/17/2012
Submitted to Western Region SIC leaders 10/17/2012 ; Approved by Western Region SIC leaders _____

This document will serve as the record of the proceedings of the September 11, 2012 meeting of the Sustainable Forestry Initiative Inc. (SFI Inc.) Western Region SIC Leadership.

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ACTION #	Action Item Description	Responsible	Deliver by:
01-SEP-12-W/SIC	SFI staff to send NACD contact details to SIC leaders to facilitate collaboration	Doty	October 31, 2012
02-SEP-12-W/SIC	SFI staff will determine best options to promote mylandplan.org to landowners for SIC member use	Doty	November 30, 2012
03-SEP-12-W/SIC	SFI staff will report final format of tracking ATFS fiber in future PP SFI annual reporting	Dierolf	January 15, 2013
04-SEP-12-W/SIC	SFI staff will discuss existing ATFS database options for communicating flow of ATFS fiber to aid PP reporting	Doty	October 31, 2012
05-SEP-12-W/SIC	SFI staff will communicate more details on possible implementation ideas to meet label user support and growing market demand priorities included in 2013 work plan.	Doty	November 30, 2012
06-SEP-12-W/SIC	SFI staff will explore the support of SIC member meetings with consumer organizations to promote procurement, SFI material, etc.	Doty	January 15, 2013
07-SEP-12-W/SIC	Requested that NACD be added to the list of organizations for potential collaboration on conservation outreach. Members noted that perhaps for the purposes of SIC statements, Community Outreach and Conservation could be combined. Also, ATFS should be listed in the community outreach organizations list.	Doty	October 31, 2012
08-SEP-12-W/SIC	SFI staff will include NACD and ATFS in the list of possible committee membership diversification organizations.	Doty	October 31, 2012

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PARTICIPANTS

	<i>SFI Implementation Committee member</i>	<i>Organization & SIC represented</i>		<i>SFI Implementation Committee member</i>	<i>Organization & SIC represented</i>
1.	Kathy Troupe	Longview Fibre Paper & Packaging Washington SIC		<i>SFI Inc. Staff</i>	
2.	Jim Kranz	Plum Creek Timber Co. Montana SIC	9.	Rachel Dierolf	Manager, Statistics & Labeling
3.	Brad Holt	Boise Inc. Idaho SIC		<i>Other</i>	
4.	Jim Stark	Weyerhaeuser, Inc. Washington SIC	10.	Mark Truax	NACD
5.	Scott Gray	Stimson Lumber Company Oregon SIC	11.	John Helms	External Review Panel
6.	Adrian Miller	Longview Timberlands LLC/Longview Timber Corp. Washington SIC	12.	Lena Tucker	External Review Panel
7.	Monica Warren	Georgia Pacific LLC			
8.	Eric Haller	Simpson Lumber Co., LLC Washington SIC			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
	<p>Rachel Dierolf asked the group if there were any specifics on how they thought SICs could support and/or promote the Tree Farm system in particular. Members at the meeting said it would be helpful to know how much ATFS fiber is being used by program participants. This topic was already addressed at the last meeting and SFI is working to incorporate a question into the 2012 PP annual report form that will ask specifics on ATFS fiber.</p> <p>ACTION: SFI Staff will report final format of tracking ATFS fiber in future SFI annual reporting.</p> <p>ACTION – SFI will discuss with Tree Farm staff about the ATFS database and if there is collected data which could help PPs know if they are being sold ATFS fiber.</p> <p>Note that the difficulty in tracking fiber as ATFS is the documentation. The fiber is not always sold as ATFS certified. When there is a broker involved, there is even less chance of the information getting communicated to the PP. The group discussed that there will be considerable stumbling blocks in getting volume information for ATFS fiber sold to PPs.</p>	<p>03-SEP-12-W/SIC</p> <p>04-SEP-12-W/SIC</p>
<p>2013 SIC Regional Work Plan</p>	<p>Meeting attendees discussed 2013 regional priorities and action items for the SIC Regional Work Plan based on the provided 'SFI Inc.'s 2013 SIC Work Plan Recommendations – DRAFT'. These recommendations are provided as a guide to supplement current SIC work plans, and are not meant to supersede SIC core and secondary mission priorities, as currently laid out in the SIC Governance document. These recommendations will assist in meeting the core and secondary mission priorities for SICs, while supplementing the SFI Inc. 2013 Strategic Plan at the local level. Please note: these recommendations also provide the ability to work collaboratively among SICs within a given regions, if SICs choose to do so.</p> <p>Copies of the Work Plan Recommendations were provided to meeting attendees. Members were asked to look at the matrix and let SFI know 2-3 priorities for their SIC. Meeting attendees varied in where they felt their SIC priorities are.</p> <p>Washington SIC stated that they wouldn't put their priorities in this order. They would like to maintain their focus primarily on promoting SFI to landowners and loggers – in terms of sustainable forestry practices.</p> <p>The Montana SIC would like to keep Education and Outreach as priority one and two. Another one that they feel is important is Participant Recruitment.</p> <p>The Oregon SIC mentioned that OR is struggling to maintain the BMP monitoring information and that their focus on this issue is key to the success of the program. They would like keep this as a focal area in their SIC priorities.</p>	

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	<p>A general comment was that members felt that adopting priorities one and two (providing customer label use support and encouraging consumer demand for SFI-labeled products) may also mean a change to the governance document.</p> <p>SFI Inc. will be looking at the priorities list after the meeting and will consider comments from this meeting on putting Conservation Outreach into the first set of priorities in the list and including verbiage on logger training.</p> <p>ACTION – SFI to communicate to SICs more details on how to accomplish “Grow SFI Market Demand” and “SFI Label User Support”.</p> <p>ACTION – SFI to consider inviting SIC members or forwarding specific contacts within consumer organizations (e.g. Lowe’s, Home Depot etc) to talk about procurement, SFI material, etc.</p> <p>ACTION - It was also requested that NACD be added to the list of organizations for potential collaboration (See Priority #4: Community Outreach). Members noted that perhaps for the purposes of SIC statements, Community Outreach and Conservation could be combined. Also, ATFS should be listed in the community outreach organizations list.</p> <p>ACTION – Also include NACD and ATFS in the list of possible committee membership diversification membership.</p>	<p>05-SEP-12-W/SIC</p> <p>06-SEP-12-W/SIC</p> <p>07-SEP-12-W/SIC</p> <p>08-SEP-12-W/SIC</p>
<p>Regional Specific Discussion Items</p>	<p>Meeting attendees discussed most of their current concerns in the preceding agenda items. An additional concern is the upcoming membership fees for ATFS landowners. Although not seen as an altogether negative step, members feel that the available certified ATFS fiber will definitely drop once the fees are implemented. Members saw this as a concern for all SIC groups.</p> <p>Another issue noted was the scope of a company’s or contractor’s responsibility. It is getting difficult to demonstrate logger training to an auditor when a logger hires sub contractors who then also hires subcontractors. Guidance on how to demonstrate training requirements in these situations will be addressed in the next SFI Standard revisions.</p>	
<p>Other Business and Adjourn</p>	<p>Rachel Dierolf thanked committee members for their participation.</p> <p>Meeting adjourned at 2:00PM.</p>	