



SUSTAINABLE FORESTRY INITIATIVE

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FOR IMMEDIATE RELEASE

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Contact: Karen Brandt, VP, Market Affairs

703 875-9500 ext 28

WILL ROGERS JOINS SFI INC. BOARD OF DIRECTORS

ARLINGTON, VA – William B. Rogers, President and CEO of the non-profit Trust for Public Land (TPL), has joined the Sustainable Forestry Initiative Inc. (SFI) Board of Directors.

“The Trust for Public Land and the SFI program both appreciate the importance of considering all forest values – environmental, social and economic,” SFI President and CEO Kathy Abusow said today. “TPL helps keep working lands working while preserving environmental benefits, often through conservation easements, and the SFI standard encourages its program participants to take part in these kinds of voluntary activities. TPL has worked in partnership with many SFI program participants.”

“I’m very excited about having Will join our board,” said Rick Holley, Chair of the SFI Board of Directors. “He is a nationally recognized advocate for land conservation, clearly understands sustainable resource management and the need for it, and is a strong supporter of forest certification. His organization has done a terrific job on the conservation front and he will add value to the board and the SFI program.”

“Forest certification is an important tool to help keep our forests strong and healthy,” said Rogers. “SFI certification and the sustainable forestry practices it encourages help ensure that our relationship with the land contributes to our individual physical health, our environmental health, our community health and our economic health.”

SFI Inc. is a registered non-profit organization responsible for an internationally recognized forest certification program that is among the largest in the world. Its independent board represents environmental, social and economic sectors equally, and is totally responsible for the SFI program. Current board members include representatives of environmental, conservation, professional and academic groups, independent loggers, small family forest landowners, public officials, labor and the forest products sector.

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Editors Note: A biography of Will Rogers and a list of current board members are attached. More information about SFI Inc. governance is available at www.sfiprogram.org/who/sfi-governance.php

About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with 154 million acres (62 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers’ lands and a chain-of-custody certification, which can communicate to buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.



BACKGROUND: WILLIAM B. ROGERS BIOGRAPHY

Will Rogers is President and CEO of the Trust for Public Land (TPL), a non-profit organization that conserves land for people to enjoy as parks, playgrounds, community gardens, farms, historic places, and wilderness across the United States. Based in San Francisco, TPL has 400 staff in 40 offices. Since 1972, it has helped protect more than two million acres (800,000 hectares) of land.

Under Rogers' leadership, TPL (www.tpl.org) has successfully tackled conservation challenges as diverse as new playgrounds in New York and Newark, the headwaters of the Connecticut River in northern New Hampshire, a new public park in downtown Santa Fe, the 25,000-acre (10,000-hectare) Wao Kele O Puna of coastal Honolulu, Hawaii, and the scenic Waddle Ranch near Truckee, California.

In addition, its Conservation Finance Program has helped states and communities design and pass 333 ballot measures that have created more than \$30 billion (US) in land conservation funding through bonds and sales taxes to protect air and water quality, preserve land, and create parks; and its Conservation Vision program has begun or completed more than 50 GIS mapping projects to help communities and regions across the United States set their conservation priorities.

Before joining TPL in 1998, Rogers managed infill urban redevelopment projects for a Chicago-based real estate development company, managing both new construction and the rehabilitation of vacant industrial buildings for commercial, office, and residential use. Before becoming a developer and then an "undeveloper", he was a commercial beekeeper, founding and managing a commercial honey production company in Bogotá, Colombia.

A nationally recognized advocate for land conservation, Rogers has given major addresses or interviews to the Urban Land Institute, the National Smart Growth Conference, the National Brownfields Conference, and Talk of the Nation, among others. He is a graduate of Stanford University and received his MBA from Harvard University. He lives with his family in Kensington, Calif., and continues to keep honeybees in his back yard.

BACKGROUND: SFI INC. BOARD OF DIRECTORS

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations:

- Tom Franklin, Senior Vice-President, Theodore Roosevelt Conservation Partnership
- William B. Rogers, President and CEO, The Trust for Public Land
- Roger Sedjo, Senior Fellow, Resources for the Future
- Larry Selzer, President and CEO, The Conservation Fund
- Steven A. Williams, President & CEO, Wildlife Management Institute
- Mike Zagata, Executive Director and CEO, Ruffed Grouse Society

Board members representing the social sector, which includes community or social interest groups such as universities, labor, professional loggers, family forest owners or government agencies:

- Marvin Brown (Vice Chair), State Forester, Oregon Department of Forestry
- Mary Motlow (Secretary/Treasurer), representing family forest owners
- R. Thomas Buffenbarger, International President, International Association of Machinists and Aerospace Workers
- Norm. L. Christensen Jr., Professor of Ecology & Past Dean, Nicholas School of the Environment and Earth Sciences at Duke University
- John Innes, FRBC Chair of Forest Management, University of British Columbia, Sustainable Forest Management Research Group
- Robert A. (Bob) Luoto, representing independent professional loggers and the American Loggers Council

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities:

- Rick R. Holley (Chair), President & CEO, Plum Creek Timber Company Inc
- Matthew Donegan, Co-President, Forest Capital Partners LLC
- John Faraci, Chairman & CEO, International Paper Company
- Daniel S. Fulton, President and CEO, Weyerhaeuser Company
- Henry H. (Hank) Ketcham, Chairman, President and Chief Executive Officer, West Fraser Timber Co. Ltd.
- Patrick J. Moore, Chairman, President & CEO, Smurfit-Stone Container Corporation