



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE
Sustainable Forestry Initiative, Inc.
Eastern Region SIC Meeting

September 17, 2013

Submitted to Counsel 10/21/2013; Approved by Counsel 10/21/2013
Submitted to Eastern Region SIC leaders 11/27/2013; Approved by Eastern Region SIC leaders _____

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

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PARTICIPANTS

	Committee members	Company			
1.	Gordon Gamble	Wagner Forest Management Maine SIC Chair	9.	Katie Cousins	SAPPI Fine Paper NA
2.	Eric Carlson	Empire State Forest Products Association NY SIC Coordinator	10.	Kevin McCarthy	SAPPI Fine Paper NA
3.	Pat Sirois	Maine Forest Products Council Maine SIC Coordinator	11.	Eric Johnson	New Hampshire Timber Owners Association
4.	Valerie Luzadis	SUNY – ESF SFI External Review Panel member		SFI Inc. Staff	Title
5.	Chuck Coup	PA SIC Coordinator	12.	Amy Doty	Manager, Community Outreach
6.	Eric Dumond	ReEnergy Holdings			
7.	Buck Vandersteen	Louisiana Forestry Association LA SIC Coordinator			
8.	Robin Morgan	US Forest Service SFI External Review Panel Member			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Welcome, Introductions, Antitrust	Gordon Gamble, Meeting Chair, welcomed participants. Amy Doty provided the antitrust reminder.	
SIC Roundtable	<p>Participants provided an update on recent activities and accomplishments.</p> <p>NEW YORK: Eric Carlson provided an overview of recent NY SIC activities:</p> <ul style="list-style-type: none"> • Currently working on logger training program updates, as well as developing reciprocity agreements with neighboring states. • Regarding outreach materials, Carlson noted the NY SIC collaborated with the New York City watershed, on a very successful partnership, to develop a landowner outreach trifold brochure. • Noted bumper stickers were not a very popular outreach tool, for those SICs interested in developing this type of promotional item. <p>MAINE: Pat Sirois presented Maine's recent accomplishments:</p> <ul style="list-style-type: none"> • Developed an annual progress report for outreach purposes, noting major committee accomplishments • Provided overview of the Maine Fisheries Improvement Network, and Maine SIC's leadership role in the collaborative project with local conservation organizations, government agencies and others • Provided an overview of the Maine Healthy Forest Program connecting with small landowners and introducing them to responsible forest management • Actively engaged in new program participant recruitment • Host a member's only website serving as a clearinghouse of SFI Standard requirements documents and tools to assist SFI program participants with meeting audit requirements <p>PENNSYLVANIA:</p> <ul style="list-style-type: none"> • PA SIC operates the only logger training program in the state, and currently working on reciprocity agreement with NY SIC and a logger training MOU with the MD/DE SIC • Distributed over 30,000 landowner outreach packets and now utilizing a new trifold brochure, which highlights major aspects of the SFI program and points to online resources for more information • Updates to the PA SIC website are underway • Coordinating a BMP monitoring report within the state <p>NEW HAMPSHIRE: Eric Johnson provided an overview of recent activities in the state, including:</p> <ul style="list-style-type: none"> • Implementing hands-on experiential logger training workshops on road building and BMP implementation • Updated the SIC's website to provide accurate and timely information • Supporting research at Hubbard Brook 	

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	<p>LOUISIANA: Buck Vandersteen provided an overview of recent activities in the state, including:</p> <ul style="list-style-type: none"> • Introducing a new logger training workshop on In Woods Rescue, going beyond required CPR/First Aid training • Developed a partnership with the local OSHA office, which offers courtesy reviews of local logger training practices • Implementing additional BMP outreach 	
Creating 2014 Priorities	<p>Participants discussed determining priorities and action items for 2014. Attendees liked the comprehensiveness of the 2013 workplan and appreciated the various options available for SIC implementation. Below are proposed 2014 workplan recommendations:</p> <ul style="list-style-type: none"> • Additional outreach to businesses and printers regarding Chain of Custody certification, and potentially develop tools to assist with the certification process. Attendees also discussed opportunity to certify specific jobs/events. • More emphasis on university outreach. NH noted they are working with University of New Hampshire on economic impacts of timber harvesting • Participants discussed USGBC and LEED issue and if SICs should continue to spend resources and time on this issue. • Maine noted increases in solid wood label use in their area, and SICs were encouraged to continue thanking organizations carrying SFI-labeled products. 	
SFI Standard Revision Discussion	<p>Meeting attendees discussed the current SFI Standard revision process and requirements for SICs throughout the SFI 2010-2014 Standard, noting consistency is key. Attendees felt SICs are missing an opportunity to get SFI Chain of Custody organizations involved in the local committees. Attendees also discussed the SIC research secondary priority, and were encouraged to look at opportunities with local universities and colleges.</p>	
SIC Outreach Brochure	<p>Meeting attendees discussed the planned SFI SIC outreach brochure, recommending a document focusing on the separation between SFI and SICs would be helpful. Attendees recommended an overarching, customizable brochure with ability for SICs to tailor for their specific needs locally. However attendees noted the brochure should not be long with information overload.</p> <p>If an SIC brochure is created, attendees recommended the following:</p> <ul style="list-style-type: none"> • Focus on the SIC core mission priorities, as opposed to the public outreach aspects which are included in the SFI progress report; • highlight the unique grassroots aspects of SICs and local collaboration; and • Include weblinks and QR codes were possible. 	
Regional Specific Discussion Items	<p>Meeting attendees discussed various regionally specific items. Below are various discussion points.</p> <ul style="list-style-type: none"> • Pat Sirois noted a recent call was received on the ME SIC's hotline, however the caller did not leave adequate contact information for a return call. SICs are asked to contact Pat, if they are contacted as well. 	

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	<ul style="list-style-type: none">Attendees inquired about SFI promotional materials. Amy Doty noted SFI Inc. will host an SFI Store during annual conference, selling hats, shirts and other promotional materials. SFI will offer these items through the online SFI Materials Order Form in the near future.	
Wrap Up and Adjourn	Gordon Gamble thanked meeting participants and adjourned the meeting at 10:15 am.	