



SPECIAL THANKS to new SFI Chain of Custody certificate holders including:

A.C. Graphics Inc. - Hiialeah, FL
Bowne of Houston - Houston, TX
Chromatic Inc. Lithographers - Glendale, CA
Gopher State Litho Corp - Minneapolis, MN
Lee Industries Inc. - Newton, NC

NUMBER OF ACRES 3rd party certified to the SFI 2005-2009 Standard:

135,000,000 acres (54,632,562 hectares)

ALSO IN THIS ISSUE

SIC Spotlight: SFI Promotion in Georgia	2
SFI Annual Conference: Speakers and Deadlines	2
SFI to host PEFC sessions	2
SFI Program Marketing and Promotion Update	3
Invasive Species Pilot Project Survey	3
SFI Meets with Senior Forest Service and Russian Officials ...	3

Farewell and Thank You to Dr. Sharon G. Haines

SFI AND THE FOREST SECTOR across the United States and the international community were deeply saddened to learn of the loss of Dr. Sharon G. Haines, director of the Office of Sustainability at International Paper. Sharon passed away in her sleep on August 10, 2007.

Sharon's career spanned three decades. Her numerous successes included developing many of International Paper's innovating partnerships with conservation groups, leading the development of sustainable forestry programs within the company, championing projects to protect endangered species and helping to establish sustainable forestry policy issues at the national and international levels.

During Sharon's career she was recognized as a Fellow of the Society of American Foresters

and a recipient of the American Forest & Paper Association's 2005 Conservation Award.

Sharon will be remembered well for her enormous contribution to sustainable forest management both nationally and internationally. However, she will be remembered most for her leadership, friendship and her passion for forestry.

In lieu of flowers, donations can be made to the Sharon G. Haines Memorial Fund, c/o Financial Management, LLC, 700 Colonial Road, Ste 120, Memphis, TN, 38117.



LEED for Homes Second Public Comment Period

THE USGBC LEED FOR HOMES (LEED-H) rating system is now open for a second public comment period. As with the first comment period, LEED-H gives preference for FSC certified wood by awarding a total of 6 points for using FSC wood. No credit is given for using SFI, CSA, ATFS or PEFC certified products. LEED-H is slated to be launched this fall. Public comments can be submitted on the USGBC website. The deadline to submit

comments is **Sunday, September 9, 2007, midnight Pacific Standard Time.** You do not have to be a member of USGBC, but you must register (free) and use the USGBC website to submit your comments. To access the webpage, please click on <http://www.usgbc.org/LEED/LEEDDrafts/RatingSystemVersions.aspx> (Scroll down the page to LEED for Homes). For more information, please contact Jason Metnick.

SFI Appoints VP Market Affairs

SFI IS PLEASED TO ANNOUNCE the appointment of Karen Brandt to the position of vice-president, market affairs. Karen comes to SFI with nearly two decades of experience in forestry and environmental reputation communications experience. She has managed a number of marketing and advertising campaigns and has a strong background in issues management. She has also been a strong advocate internationally for an inclusive approach to forest certification and this year was nominated to PEFC's

Council for her work and experience in procurement policy response and market acceptance issues.

"This new position marks SFI's growing commitment to promoting its standard while protecting and enhancing its reputation in the market place," said SFI's President and CEO Kathy Abusow. "The team at SFI looks forward to working with Karen to meet our business goals and support our customers and program participants in the market place." Karen starts officially at SFI on Sept.19, 2007.

SIC SPOTLIGHT: SFI Promotion in Georgia

For the second year, the Georgia SFI Implementation Committee (SIC) utilized SFI displays to promote the SFI program at a new, state-wide environmental conference. The 2nd Annual Georgia Environmental Conference was held August 22-24, 2007 in Savannah, Georgia. This was an opportunity for positive SFI recognition with prominent conservation and green business leaders. Of particular interest to SIC members were discussions related to green business. Speakers representing architects and builders acknowledged both the Leadership in



Energy and Environmental Design (LEED) and Green Globes rating systems. During the course of the meeting, SIC members asked green building professionals to challenge the U.S. Green Building Council (USGBC) to modify LEED standards and recognize SFI certified products. "We need your help, as a member of USGBC, to ensure that LEED standards recognize all credible certification standards," said Donna Gallaher, Georgia SIC Coordinator.

Visitors to the SFI booth learned how SFI can help grow the green building movement and increase the availability of certified wood products. SIC members attending the conference included Bill Guthrie, Weyerhaeuser (Chair); Donna Gallaher, University of Georgia (Coordinator); Sam Breyfogle, Temple-Inland; Monte Simpson, Weyerhaeuser; Matt Jones, Rayonier; James Norris, Gilman Building Products; and Tim Lowrimore and Steve McWilliams, Georgia Forestry Association. This is another outstanding example of how SICs are redefining traditional outreach efforts to contribute to SFI recognition in the marketplace. For more information please contact Jay Farrell.

SFI ANNUAL CONFERENCE SALT LAKE CITY, UT

September 25-27, 2007

New Speakers Added and Important Deadlines

THE THURSDAY, SEPT. 27TH General Session will now end at noon allowing more time to discuss the future of the SFI Program. New speakers include Mary Klein, President and CEO of NatureServe, who will talk about upcoming projects that will benefit SFI Program Participants. Chris Davidson from IP and Gina Girardi from xpedx will both discuss SFI Chain of Custody and the benefits it has brought

to their respective organizations.

Pre-Registration for the conference closes on Friday, September 14th, after which all registrations will be taken on site. Please visit www.sfiprogram.org/sfiAnnConf07.cfm for more information and to register. We look forward to seeing you at this year's SFI Annual Conference! For questions regarding the 2007 SFI Annual Conference, please contact Amy Doty.

SFI ANNUAL CONFERENCE SPONSORS

Platinum level:



Gold level:



Silver level:



SFI to Host PEFC Information Sessions

ON SEPTEMBER 6TH AND 7TH in Chicago, IL and Vancouver, BC, respectively, SFI, Inc. will host two identical information sessions for SFI, CSA and ATFS participants to discuss PEFC in North America and the new PEFC International Strategic Plan. Kathy Abusow, President & CEO, SFI, Inc. and Mike Clark, Chairman, PEFC Board, will lead the discussion. With SFI and CSA already endorsed by PEFC,

and Tree Farm endorsement pending, the sessions provide a forum to discuss the growth of certification in the marketplace and PEFC's future strategic direction. In addition, there will be a discussion of the possibility of a PEFC North America, which will allow for greater efficiency and more effective promotion of PEFC among SFI, CSA and ATFS. For more information please contact Allison Welde.

SFI, INC. STAFF PROFILES:

STAFF OFFICE:

1600 Wilson Boulevard, Suite 810
Arlington, VA 22209
Phone: 703-875-9500
Fax: 703-875-9510

- **KATHY ABUSOW, ext. 25**
President & CEO
Kathy.Abusow@sfiprogram.org
- **RICK CANTRELL, ext. 26**
Vice President & COO
Rick.Cantrell@sfiprogram.org
- **JAY FARRELL, ext. 22**
Manager, Field Operations
Jay.Farrell@sfiprogram.org
Jay manages field-oriented efforts that protect SFI integrity and promote SFI Standard conformance. He provides guidance and support to SFI Implementation Committees (SICs) to deliver local training, outreach, and inconsistent practices monitoring programs that enhance sustainable forestry practices and SFI recognition. This includes documenting and communicating progress through annual SIC awards and reports.
- **JASON METNICK, ext. 23**
Manager, SFI Label and Licensing
Jason.Metnick@sfiprogram.org
Jason manages all aspects of the SFI and PEFC licensing, labeling and chain of custody programs. He is also the contact for the SFI annual survey forms and ensuring SFI is recognized in green building standards.
- **ALLISON WELDE, ext. 24**
Manager, Conservation Partnerships
Allison.Welde@sfiprogram.org
Allison is the principal liaison with conservation and social interest organizations that work on forest certification and conservation issues. She works with existing SFI Program supporters and engages new organizations to support SFI. Currently, Allison is also the US PEFC National Secretary and the main contact for PEFC in the US.
- **AMY DOTY, ext. 21**
SFI, Inc. Office Manager
Amy.Doty@sfiprogram.org
Amy manages the SFI Inc headquarters office and is the main contact for general inquiries and publication requests. She also organizes all SFI events such as meetings, workshops and the SFI Annual Conference and is staff liaison on all marketing and communication efforts.

SFI Program Marketing and Promotion Update

THE SFI, INC. STAFF continue to actively promote the SFI Program to a variety of stakeholders, including customers and end-users of forest and paper products. During the month of August, staff attended exhibitions to further promote the program including:

- Jason Metnick attended the National Conference of State Legislatures in Boston, MA, August 6-8, an annual meeting for thousands of state, commonwealth and territory legislatures, which allows policymakers the opportu-

nity to exchange ideas and information on emerging state issues.

- Allison Welde represented SFI at the Ducks Unlimited Great Outdoors Festival in Oshkosh, WI, August 24-25 which draws over 30,000 outdoor enthusiasts, conservationists and consumers.
- The Georgia SIC promoted the SFI program at the Georgia Environmental Conference in Atlanta, GA, August 22-23.

Invasive Species Pilot Project Survey

SFI IS ENCOURAGING program participants to fill out a survey from the University of Tennessee concerning invasive species control efforts. This is one of several Pilot Projects that will inform the next revision cycle for the SFI Standard. The Invasive Species Survey is an opportunity for SFI program participants to highlight conservation efforts, tools, and challenges related to controlling invasive species. The survey consists of fourteen

(14) questions that can be completed and submitted online. Results will help shape the next SFI Standard and identify resources that are currently available to assist SFI program participants. SFI program participants should contact Misty Huddleston with the University of Tennessee at mhuddles@utk.edu to learn more about participating in the survey. For more information please contact Jay Farrell.

INVASIVE SPECIES CONFERENCE ANNOUNCED NOVEMBER 7TH AND 8TH

The Auburn University School of Forestry & Wildlife Sciences Extension is holding a conference devoted to the cogongrass problem in the Southeast on November 7th and 8th, 2007.

Cogongrass is a growing threat as it continues its rapid spread across the Southeast, reducing forest and pasture productivity, destroying wildlife habitat, impacting rights of ways and presenting an extreme fire hazard. The purpose of this

conference is to convey the latest understanding in restoring lands, managing, controlling and eradicating cogongrass, and to explore existing and needed networks for coordinating strategies for successful cogongrass management. For additional conference information contact Nancy J. Loewenstein, loewenj@auburn.edu, 334.844.1061. To see a detailed agenda and register, visit: <http://www.aces.edu/forestry/invasive/Cogongrassconf..php>

SFI Meets with Senior Forest Service and Russian Officials

THE USDA FOREST SERVICE (USFS) is completing a two-year pilot assessment of five National Forest System units to evaluate third-party certification under Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC) standards. The USFS International Program is also assisting Russia's Federal Forest Agency in developing forest certification systems applicable in Russia. This effort includes a U.S. forest certification study tour for senior Russian forestry officials. The tour is being

conducted August 26 - September 1 and includes visits with SFI, FSC, the Pennsylvania Bureau of Forestry, and Time, Inc. In late August, SFI staff participated in several meetings with USFS and Russian officials to provide information on SFI and the Programme for Endorsement of Forest Certification schemes (PEFC). This included a presentation delivered by SFI President and CEO Kathy Abusow, who is fluent in Russian. For more information please contact Jay Farrell.