



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative, Inc. SIC Regional Meeting – Portland, ME

04/07/2009

Submitted to SIC Regional Chairs 05/08/09; Approved by SIC Regional Chairs _____

This document will serve as the record of the proceedings of the March 26, 2009 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC Regional committees.

Draft Minutes – April 7, 2009 SFI Inc. SIC Regional Meeting – Portland, ME

ACTION #	Action Item Description	Responsible	Deliver by:
#01- APR-09- SIC-ME	Investigate possible options for chain of custody certified companies to become involved with the SFI Implementation Committees.	Amy Doty Jason Metnick	June 15, 2009

PARTICIPANTS

	Committee members	Company			
			12.	Jim Robbins	Robbins Lumber Co.
1.	Neal Bungard	US Forest Service	13.	Bruce Shields	Vermont Forest Products Association
2.	Mark Doty	Plum Creek Timber Co.	14.	Bob	Sirois
3.	Gordon Gamble	Wagner Forest Management	15.	Pat Sirois	Maine Forest Products Council
4.	David Griswold	Verso Paper Corp.	16.	Jasen Stock	New Hampshire Timber Owners Association
5.	Darcy Johnston	Johnston Consulting Co.		SFI Inc. Staff	
6.	Ray Leblanc	Acadian Timber	18.	Amy Doty	Manager, Community Outreach
7.	John Levavasseur	Hancock Forest Management	19.	Rick Cantrell	Vice President and COO
8.	Kevin McCarthy	Sappi Fine Paper, NA	20.	Danny Karch	National Director, Market Access (Canada)
9.	Robin Morgan	US Forest Service	21.	Jason Metnick	Director, Market Access and Product Labeling
10.	Christopher Nichols	Seven Islands Land Company			
11.	Tim Richards	Madison Paper Industries			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Welcome and Introductions	Amy Doty welcomed all SIC meeting participants and provided an overview of the meeting objectives. Amy Doty provided the antitrust reminder.	
SFI Standard Review	Participants were asked if there were any additional questions regarding the SFI Standard Review and the draft 2010-2014 SFI Standard, with respect to requirements for the SFI Implementation Committees. All participants felt the SFI Standard Review Workshop adequately covered this information and no further discussion was warranted.	
SIC Governance Review and Discussion	<p>Amy Doty provided an overview presentation of the history of the SIC Governance document and the proposed changes to the document from the SIC Governance Review Ad-hoc Committee. The Ad-hoc committee's proposed changes include:</p> <ol style="list-style-type: none"> 1. Clarify the core mission of public outreach to only include educational opportunities furthering SFI program recognition, support and awareness. 2. Clarify the secondary mission of public outreach to focus on marketing and paid advertising. 3. Provide additional clarification and examples of public outreach by defining as two major categories: educational outreach (core mission) and marketing/advertising (secondary mission). 4. Consider elevation to core mission the secondary mission of "encourage family forest owners to participate in the American Tree Farm System or similar programs as appropriate." 5. Provide additional clarification around regulatory issues related to inconsistent practices and their relation to the SFI Standard, i.e. timber theft. 6. Develop a provision to update the SIC Governance document on a regular basis, i.e. concurrent with SFI Standard review process. <p>Participants were asked to provide feedback on the proposed changes.</p> <p>Regarding all changes to the public outreach updates, many participants felt a major drawback to public outreach is funding. Ray Leblanc noted there are many avenues an SIC or program participant can take that cost little to nothing, but only initiative on the part of the individual or group, i.e. adding the SFI tagline to your email notes. Participants also recommended elevating the non-paid marketing aspects to core mission, however many SIC felt their committee members would not be able to support. Under the secondary mission for public outreach, participants requested the need for clear distinction between SFI Inc. and SIC activities. Amy Doty noted SFI Inc. is working on a marketing briefing note for SICs to turn to for opportunities to market the SFI program at a local level, without requiring a marketing budget. Participants felt funding issues were a barrier to further public outreach by SICs, and requested funding from SFI Inc. for additional public outreach activities. Staff noted all secondary public outreach activities are not required by the SIC. If an SIC has the capacity to advertise or market the SFI program, SFI Inc. has developed many advertisements and information for SIC use. SICs were charged with developing a funding mechanism, that could be brought before the SFI Inc. staff and the</p>	

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	<p>Board of Directors for further discussion.</p> <p>Participants discussed opportunities to engage support and awareness of SICs to chain of custody certified participants. There is no requirement for a chain of custody certified company to participate on the SIC, however participants encouraged SFI to make the connection with chain of custody companies and the SICs. ACTION: Investigate possible options for chain of custody certified companies to become involved with the SFI Implementation Committees.</p> <p>Regarding the elevation of the American Tree Farm System (ATFS) or similar program promotion among family forest landowners, opinions were mixed about the elevation. Some felt this was an acceptable recommendation, since many SICs are already doing this work. Some participants felt the issue should stay a secondary mission item, as this could be seen as a market access issue.</p> <p>Participants agreed to additional clarification surrounding the inconsistent practices process, ensuring the clarifications are consistent with the language from the SFI Standard and the SFI Interpretations document. All participants agreed to the suggested provision for updating the SIC Governance document on a regular basis, and felt tying to the SFI Standard review process was appropriate and sufficient.</p> <p>Amy Doty led discussion through the entire SIC Governance document and sought feedback from participants regarding any required or suggested updates. Participants discussed changes to the SFI Standard Objective 8.1.1, and adding SICs as a mechanism for providing landowner outreach. Some SICs would not agree to this change, due to additional costs. Two options were to add this portion to the Objective 8.1.1 or adding the landowner outreach information to Objective 1, thus requiring all SFI program participants to comply with this measure. Based on current SIC Governance document, this is essentially covered under the landowner outreach core mission, however participants noted some auditors do not feel SIC activities suffice for SFI Standard compliance. Participants suggested changing the SFI Standard to reflect the SIC as an appropriate mechanism for providing landowner outreach materials.</p> <p>Vision Statement: Add “secondary manufacturers” to the list</p> <p>Overall Mission: Add “regional” after “state/provincial”</p> <p>In addition to the proposed core mission priority updates, participants suggested the following updates:</p> <ul style="list-style-type: none"> - Core mission A – make “SFI trained” term consistent with the SFI Standard, noting many SICs like “SFI trained” - Core mission C – participants asked if logger outreach would fall under this mission, which would be acceptable if SIC feels appropriate. <p>In addition to the proposed secondary mission priority updates, participants suggested the following updates:</p> <ul style="list-style-type: none"> - Secondary mission C – suggested adding “all forest-based manufacturers”. 	<p>#01- APR - 09- SIC-ME</p>

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	<p>SIC Organization –</p> <p>Projects: Change IV to reference the correct SFI Standard, i.e. 2010-2014 SFI Standard.</p> <p>Structure: I. Change last sentence to read “SIC chairs must be SFI program participants.” III. Participants requested the Ad-hoc committee to review the first sentence for further clarification.</p> <p>Funding: V. Participants will discuss a funding mechanism pilot to grow funding of SICs.</p> <p>Doty reviewed the next steps and process for updating the SIC Governance document. After conducting all SIC regional meetings, the SIC Governance Review Ad-hoc committee will review all suggested updates and edits to the SIC Governance document. A final Governance document will be provided to SICs for a one-week review prior going to the SFI Inc. Resources Committee and SFI Inc. Board of Directors for review and approval in July 2008. The final SIC Governance document will be provided to all SIC chairs and coordinators by August 31, 2009, and further discussion will be held at the SFI Annual Conference in Nashville, TN on Sept. 22, 2009.</p> <p>All participants were urged to provide any additional feedback or suggestions to the SIC Governance Review Ad-hoc committee member in their region, or to contact Amy Doty directly.</p>	
<p>SIC Roundtable</p>	<p>SIC representatives from each state provided brief overviews of their plans for 2009. All represented SICs are continuing promotion of the SFI program in their specific state and are working to continue the growth of the SFI program in this economic climate. Maine is continuing training modules and continuing education workshops. In addition to the training projects, they have worked on a Habitat for Humanity project. New Hampshire’s logger training is in full swing and they are focusing outreach to landowners and foresters, through the UNH cooperative extension. NH is also promoting SFI certification for NH state lands, and providing funding support if the state pursues certification. New Brunswick focused on the SFI Standard revisions. NBSIC hosted BMP workshops and development of additional training modules, as well as BMP handbook development. NBSIC is placing ads in hunting, fishing and BMP guides. NBSIC is also focusing on promotion of the SFI program within the SIC, as well as individually at program participant level. Pennsylvania SIC recently reevaluated their continuing education courses, providing scaled down versions to participants. PASIC is working on a PA Biomass Harvesting guidelines, as well monitoring legislation on state SMZ regulations and green building codes. Vermont SIC is focusing on outreach and promotion of the SFI program, by participating in the VT Wood Manufacturers Association and a Legislative breakfast.</p> <p>SFI staff Doty provided an update on recent happenings at SFI Inc. and the SFI program. Participants were also made aware of the upcoming SFI webinar series, including proposed topics. Information will be sent to all interested stakeholders, and SICs should encourage their members and associated staff to participate. Participants were also asked</p>	

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	to provide Amy Doty with any additional topics of interest.	