



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative Inc. Western Region SIC Leadership Meeting

September 17, 2013

Submitted to Counsel 10/21/2013; Approved by Counsel 10/21/2013
Submitted to Western Region SIC leaders 11/27/2013; Approved by Western 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.) Western Region SIC Leadership.

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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	KapStone Kraft Paper Corp Washington SIC		<i>SFI Inc. Staff</i>	
2.	Jim Kranz	Plum Creek Timber Co. Montana SIC	7.	Rachel Dierolf	Manager, Statistics & Labeling
3.	Brad Holt	Boise Inc. Idaho SIC	8.	Paula Short	SFI Writer
4.	Mark Pawlicki	Sierra Pacific Washington SIC		<i>Other</i>	
5.	Curtis Chatterton	Boise Inc. Idaho SIC	9.	Jim Brown	External Review Panel
6.	Eric Haller	Simpson Lumber Co., LLC Washington SIC	10.	Lena Tucker	External Review Panel

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Welcome Remarks	SFI Inc. staff welcomed Western US SIC leadership to the meeting, and thanked them for coming out to the SFI Annual Conference in San Antonio.	
Roll Call, Antitrust Reminder	Meeting attendees introduced themselves. Rachel Dierolf provided an antitrust reminder.	
SIC Roundtable	<p>Meeting attendees were requested to provide an update on recent activities and accomplishments of their local SICs. Mark Pawlicki discussed a magazine they do online for Sierra Pacific as well as a number of field trips to reach policy decision makers in addition to events for builders & architects. Several people at the table were interested in learning more about what Sierra Pacific does for their own SIC and company plans.</p> <p>The Washington SIC does a lot of tours, brochures, ads in different magazines and also has a traveling display for shows. Oregon's SIC leadership mentioned their SIC brochure which is well-received and well used. They also sponsor the Scouts Forestry Merit badge and are involved in WordWorks! Events, to name a few.</p>	
Creating 2014 Priorities	<p>The meeting attendees were asked to first review 2013 work plan accomplishments and then to determine 2014 priorities and action items for SICs.</p> <ul style="list-style-type: none"> • The Montana SIC is planning on doing more outreach to decision makers/company and government representatives and business leaders • California's hot topics are clearcuts and green building as well as continued targeted outreach to key policy makers • Jim Brown from SFI's ERP mentioned that the continued role of research in the programs is important to maintain. • The group also noted that it would be good to include action items to get the younger generation of kids tuned into forestry issues. <p>In conclusion, the group agreed that the 2013 priorities are still relevant for 2014.</p>	
SFI Standard Revision Discussion	<p>Meeting attendees were asked to discuss the current Standard Review process and requirements related to SIC work.</p> <p>Noted at the table is that the conversation on certified versus qualified loggers is still relevant. Particularly, there is a strong concern that there are different logger training programs that are significantly different from state to state. Although there are some reciprocity agreements, the issue persists that programs are not the same across the country.</p> <p>SFI strongly emphasized that SICs should be getting together on their main issues/concerns/comments and either writing SFI staff to pass on to task groups or participate in the SFI standard review workshops being held in 2014.</p>	

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	Attendees were also asked if a thorough review is needed of the current SIC Governance document, in conjunction with the SFI Standard review. It was agreed that the governance doc is largely fine as it is.	
SIC Outreach Brochure	<p>Meeting attendees were asked to discuss a proposed SFI SIC Outreach brochure concept by bringing ideas and suggestions on what materials would help tell the SFI story locally and also what key messages would resonate with local contacts.</p> <p>The main points that the meeting attendees would like to see included in the brochure include:</p> <ul style="list-style-type: none"> - What is sustainable forestry - What is SFI - What is forest certification - Ensuring messages go/apply to the green building community - Ensure there is approachable language - Wildlife, conservation, and clean water issues relevance - Wood as a sustainable resource - Inclusive language (language so that a broad range of people and roles reading it will see themselves somewhere) - Climate change - Carbon relevance 	
Regional Specific Discussion Items	<p>Meeting attendees were asked to discuss items of importance in their own regions which may require SFI or other SIC input.</p> <ul style="list-style-type: none"> - California mentioned that forest fires are a big topic in their area. Particularly, they can use support in the message that forest management doesn't mean that there is a fire threat. This is the reason for Sierra Pacific's emphasis on public policy development. Sierra Pacific will share materials from this work with other SICs for their use. - Discussion that there needs to be a much stronger push from professionals about current issues. - Materials to use for education - It was mentioned that SFI should look at getting federal lands engaged and potentially certified at some time. - It was stressed that all groups should be starting with people who make the decisions to elicit meaningful change so that SICs don't have to spend so much of their emphasis on treating the symptoms instead of educating the cause. 	
Other Business and Adjourn	<p>Rachel Dierolf thanked committee members for their participation.</p> <p>Meeting adjourned at 10 AM.</p>	