



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative, Inc.

SFI Implementation Committee West Regional Meeting

September 13, 2011

Submitted to Counsel_10/13/11____; Approved by Counsel _10/19/11____
Submitted to SIC West Region__11/15/2011____; Approved by SIC Chairs West Region_____

This document will serve as the record of the proceedings of the September 13, 2011 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC West Region.

Draft Minutes – September 13, 2011 SFI Inc. SFI Implementation Committee West Regional Meeting

ACTION #	Action Item Description	Responsible	Deliver by:
01-Sep-11 West SIC	Check on OR outreach manual and give CA and WA versions they can use to possibly modify for their SIC	Gray	10/31/11
02-Sep-11 West SIC	Find out new mechanism for inconsistent practices hotline	Troupe	3/31/12
03-Sep-11 West SIC	OR and WA to communicate on ways to work together on new logger training resources	Gray	12/31/11
04-Sep-11 West SIC	Discuss with Rex Storm (Association of OR Loggers) potential for use of model software and contact AL SIC for more information	Gray	12/31/11
05-Sep-11 West SIC	Work with ATFS to track Tree Farm sources by state	ALL	Discuss at quarterly meetings
06-Sep-11 West SIC	SFI staff will follow up on the question regarding certified logger programs	Welde	12/31/11
07-Sep-11 West SIC	SIC to continue to work with Tree Farm to help them further their project to increase tree farm certification	ALL	Discuss at quarterly meetings
08-Sep-11 West SIC	Organize quarterly calls for West SIC chairs to ensure on-going collaboration	Gray/Haller	1/31/12
09-Sep-11 West SIC	West SICs to discuss the value of Inspector training and more community outreach	ALL	Discuss at quarterly meetings

Draft Minutes – September 13, 2011 SFI Inc. SFI Implementation Committee West Regional Meeting

PARTICIPANTS

	Committee members	Company			
1.	Nancy Cloward	Green Diamond Resource Company	8.	John Helms	SFI ERP Member UC Berkeley emeritus
2.	Eric Haller	Simpson Lumber Company	9.	Mike Burns	ATFS
3.	Jim Stark	Weyerhaeuser			
4.	Brad Holt	Boise			
5.	Scott Gray	Stimson Lumber		SFI Inc. Staff	Title
6.	Kathy Troupe	Longview Fibre Paper and Packaging	11.	Allison Welde	Director, Conservation Partnerships
7.	Monica Warren	Georgia-Pacific			

Draft Minutes – September 13, 2011 SFI Inc. SFI Implementation Committee West Regional Meeting

AGENDA ITEM	DISCUSSION	ACTION ITEM
Introductions and Antitrust Reminder	Gray welcomed participants and Welde provided the antitrust reminder.	
General Session Review	<p>The group gave their overall impressions of the SIC General Session & shared current activities:</p> <p>Landowner Outreach</p> <ul style="list-style-type: none"> • Oregon is working on a landowner outreach packet which is under legal review. <ul style="list-style-type: none"> ○ Washington would like to modify it for their use ○ California felt less would transfer well, but would look at the final product ○ Gray will check to see what can be available to other states to use • Some SIC members recommend moving away from hard copies for landowner outreach materials and they found the website platforms may work better. Websites can be updated easier than hard copy. • The group liked the Georgia example of sending out the letter of interest, rather than mailing out packets • How do you demonstrate to auditor how you communicate to the landowner with the web-based tool? <ul style="list-style-type: none"> ○ Once you have made first contact – follow up regarding SFI and work with non-certified landowners and/or ○ Mail out info sheet with resources <p>Inconsistent practices hotline:</p> <ul style="list-style-type: none"> • California uses Tree Farm on-line reporting portal • Washington has one – doesn't get used much – would be hard for average person to find the number • Oregon and Washington could combine one number for a NW hotline • Oregon uses the Department of Forestry hotline • Idaho's number used to be answered by the Intermountain Forestry Association – need to check on new mechanism <p>Logger Training</p> <ul style="list-style-type: none"> • The group had general support for the move toward more online resources, using the Virginia program as a model • Oregon and Washington should coordinate as modules (i.e. invasive species) would be very similar • Connect with Chris Erwin on the software and put him in touch with Rex Storm • There is mutual recognition among Washington, Idaho and Montana for trained loggers. Oregon and California do not recognize other states' programs. <p>Market Outreach</p> <ul style="list-style-type: none"> • It is difficult with small budgets to do it alone, more opportunities lie at a regional level 	<p>01-Sep-11 West SIC</p> <p>02-Sep-11-West SIC</p> <p>03-Sep-11-West SIC</p> <p>04-Sep-11-West SIC</p>

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AGENDA ITEM	DISCUSSION	ACTION ITEM
	<ul style="list-style-type: none"> ○ Inspector training is about 3 hours. Could tack onto a SIC meeting ○ Need to demonstrate the value of participation ○ Outreach to universities/architects <ul style="list-style-type: none"> ▪ Host a forest field day 	08-Sep-11-West SIC
Next Steps	<ul style="list-style-type: none"> • Schedule first quarterly call and include SFI staff (action item 7) 	