



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative, Inc. SIC Regional Meeting - Canada

September 21, 2010

Submitted to Counsel 10/19/2010 ; Approved by Counsel 10/20/2010
Submitted to SIC – Canada 10/28/2010 ; Approved by SIC – Canada _____

This document will serve as the record of the proceedings of the September 21, 2010 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC Regional meeting - Canada.

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ACTION #	Action Item Description	Responsible	Deliver by:
01-Sept-10-Canada SIC	Chairs to prepare question regarding QLP for SFI - Recognition of credible QLP. BMP systems other than SFI	S. Vinnedge	Year end 2010
02-Sept-10-Canada SIC	Chairs to request generic SFI letter templates (Amy Doty or Sue Macmillan) for outreach efforts	All SIC chairs	Year end 2010
03-Sept-10-Canada SIC	Chairs to list targets for outreach efforts for procurement of SFI stationary (paper & envelopes)	All SIC chairs	Year end 2010
04-Sept-10-Canada SIC	Chairs to review internal paper procurement and label use and encourage procurement of SFI stationary and use SFI logo on e-mail (review low hanging fruit)	All SIC chairs	Year end 2010
05-Sept-10-Canada SIC	Chairs to review Ontario SIC training modules on web site as potential template guide	All SIC chairs other than Ontario	Year end 2010
06-Sept-10-Canada SIC	D. Karch to provide Promo kit to all SIC chairs	Danny Karch	Year end 2010
07-Sept-10-Canada SIC	D. Karch to present Ontario SIC with H4H or other Opportunity for a community collaboration project	Danny Karch	Oct. 31, 2010
08-Sept-10-Canada SIC	D. Karch will provide a list of certified printers in New Brunswick to the SIC.	Danny Karch	October 31, 2010

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PARTICIPANTS

	Committee members	Company			
1.	Rik Aikman	Ontario SIC	9.	Andrea Vienneau	Western Canada SIC
2.	Marc Pinette	NB SIC	10.	Rein Kahkle	Western Canada SIC
3.	Doug Perdue	Western Canada SIC			
4.	Jonathan Armstrong	Western Canada SIC			
5.	Dan Russell	NB SIC		SFI Inc. Staff	Title
6.	Stephen Vinnedge	Western Canada SIC	11.	Danny Karch	National Director Green Building
7.	David Marquis	Western Canada SIC			
8.	Gerry Fraser	Western Canada SIC			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Introduction and Antitrust reminder	<ul style="list-style-type: none"> - Rik Aikman welcomed everyone - Danny Karch did the anti-trust reminder and took attendance. - Formal roundtable introductions 	
Agenda	<ul style="list-style-type: none"> - Rik Aikman read the agenda and reviewed the topics of discussion (including mission statement) 	
Discussion on Educational modules: (Comments)	<ul style="list-style-type: none"> - Stephen Vinnedge: West Fraser has less than 2 % private woodlots: Therefore the investment in educational modules is not cost-effective.. - Marc Pinette: NB SIC stated they had mostly all private woodlots and currently have 4 approved educational modules that the contractors are responsible for implementing - Rik Aikman: Ontario SIC offers downloadable modules on their web site: Encouraged other SIC's to review. - Comment that the SFI wording says to encourage educational modules...not create them. 	05-Sept-10-Canada SIC
Markets & Labeling:	<ul style="list-style-type: none"> - S. Vinnedge comments on FSC labeled envelopes. - There was concern that FSC envelopes were prevalent in the marketplace while SFI envelopes were not. The FSC envelopes were also being used in areas where there was not even any FSC material available. - Vinnedge said there was minimal demand for SFI labels and thought the SIC should do some community outreach to encourage SFI labels and envelopes and also encouraged SFI member companies to buy SFI certified envelopes and materials. 	03-Sept-10-Canada SIC

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AGENDA ITEM	DISCUSSION	ACTION ITEM
	<ul style="list-style-type: none"> o Mayors - Efforts were needed to create more recognition at these levels and pressure was required to create change. 	
General	<p>There were discussions on SIC budgets and infrastructure. Some SIC have less of a budget and cannot afford a part time staff person on the committee. Someone suggested that the Eastern SIC's merge to create an Eastern SIC. Further discussion would be required. This would enable them to have a larger budget and be somewhat more consistent with various elements and procedures. This could also enable them to have a full time staff person to assist with many of the actions required and follow ups within the implementation committee.</p>	