

GROWING OUR FUTURE

2015 SFI ANNUAL CONFERENCE



1995-2015: CELEBRATING 20 YEARS OF LEADERSHIP AND GROWTH

OCTOBER 6-8TH
RESORT AT SQUAW CREEK
LAKE TAHOE REGION
OLYMPIC VALLEY, CALIFORNIA

CONFERENCE AGENDA

TUESDAY OCTOBER 6TH

MEETINGS FOR SFI IMPLEMENTATION COMMITTEES

12:45 pm – 1:35 pm

SFI Implementation Committee (SIC) Breakouts:

(Committee members and SFI program participants only. ERP Members invited.)

- How can SICs help SFI Program Participants meet SFI Standard requirements?
- Best Practices in Online Logger Training Module Development

1:45 pm – 2:45 pm

SFI Implementation Committee Regional Breakouts

(Committee members and SFI program participants only. ERP Members invited.)

Regional Breakouts

- Canadian SFI Implementation Committee
- Central SFI Implementation Committee
- Eastern SFI Implementation Committee
- Southern SFI Implementation Committee
- Western SFI Implementation Committee

GENERAL SESSIONS OPEN TO ALL

3:00 pm – 4:30 pm

WELCOME AND OPENING REMARKS

- Kathy Abusow, President & CEO, SFI Inc.
- Darrel Cruz, Director, Tribal Heritage Preservation Office/Cultural Resource Dept. and Elder Steven James, Washoe Tribe of Nevada & California
- Craig Blair, Chairman of the SFI Board of Directors and President and CEO, Resource Management Service LLC
- Ken Pimlott, State Forester for California and the Director of the California Department of Forestry and Fire Protection
- Bill Street, Chairman of PEFC International



4:30 pm – 5:15 pm



5:15 pm – 7:00 pm

SFI Founder's Reception

Join us as we recognize those playing a key role in founding the SFI program in 1995 and its success in the early years.

9:00 pm – 11:00 pm

Hospitality Suite

Continue networking into the evening

CONFERENCE AGENDA



WEDNESDAY OCTOBER 7TH

7:00 am – 8:30 am

First Annual SFI 5K Fun Run/Walk *(Advanced registration required)*

7:30 am – 9:00 am

Continental Breakfast and Exhibition

8:30 am – 9:00 am

Student/Mentor Meet & Greet for Recipients of Student Scholarships
(Students and invited guests only.)

9:00 am – 9:30 am

GLOBAL SUSTAINABILITY ISSUES AND TRENDS
Malcolm Preston, Global Sustainability Leader, PwC, London, UK



9:30 am – 10:45 am

RISK AND REWARD IN FOREST-BASED SUPPLY CHAINS

- Session Leader: Katie Fernholz, Dovetail Partners
- Guy Gleysteen, Senior Vice President, Production, Time Inc. and SFI Board Member
- Sheam Satkuru-Granzella, Vice-Chairman of PEFC Board of Directors and Director of the Malaysian Timber Council
- John Westling Jr., Senior Buyer of Paper Goods, Walmart



Time Inc.

Walmart

10:45 am – 11:15 am

Networking Break and Exhibition

11:15 am – 11:45 pm

AVOIDING DEFORESTATION AND INTEGRATING CORPORATE VALUES INTO GLOBAL SUPPLY CHAINS

Discussion Leaders:

- Toby Webb, Founder of Innovation Forum
- Scott Poynnton, Founder and Executive Director of The Forest Trust



11:45 am – 12:00 pm

Networking Break and Exhibition

12:00 pm – 1:30 pm

Annual Awards Luncheon

1:30 pm – 2:00 pm

Networking Break and Exhibition

2:00 pm – 3:15 pm

FOREST CONSERVATION MEETS THE REAL WORLD – HOW SFI IS FORGING THE FUTURE OF FOREST CONSERVATION IN KEY LANDSCAPES TODAY

- Session Leader: Paul Trianosky, VP, Conservation and External Affairs, SFI Inc.
- Larry Selzer, President and CEO, The Conservation Fund
- Session Leader: Andrew de Vries, VP, Conservation and Indigenous Relations, SFI Inc.
- George Fenwick, President, American Bird Conservancy
- Gordon Stenhouse, Adjunct Professor, University of Saskatchewan



THE CONSERVATION FUND



3:15 pm – 3:45 pm

INFLUENCING CONSUMER BUYING PATTERNS TO SHAPE THE FUTURE OF THE FOREST PRODUCTS SECTOR

- Session Leader: Jason Metnick, Senior Vice President, Customer Outreach, SFI Inc.
- Scot Case, Vice President Strategic Consulting, Natural Marketing Institute



3:45 pm – 4:15 pm

SFI IMPLEMENTATION COMMITTEES – MAKING A DIFFERENCE IN LOCAL COMMUNITIES

- Session Leader: Liz Woodworth, VP, Communications and Community Engagement
- Pennsylvania SIC | Mississippi SIC | Maine SIC

4:15 pm – 5:30 pm

Networking Break and Exhibition

6:00 pm – 9:30 pm

Experience the Tastes, Sounds and Adventures of Lake Tahoe -

Come enjoy a true Tahoe experience on the banks of Lake Tahoe, California. Enjoy local food, good music, outdoor games and adventures. There is sure to be something for everyone.

10:00 pm – 11:00 pm

Hospitality Suite

Continue networking into the evening

SCHEDULE SUBJECT TO CHANGE



1995-2015: CELEBRATING 20 YEARS OF LEADERSHIP AND GROWTH

CONFERENCE AGENDA



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THURSDAY OCTOBER 8TH

7:30 am – 9:00 am

Networking Breakfast

8:30 am – 9:00 am

FROM LOCAL TO GLOBAL

- Tom Martin, President, American Forest Foundation
- Ben Gunneberg, Secretary General, PEFC



9:00 am – 9:30 am

FUTURE FORESTS THROUGH AN ECONOMIC LENS

Pete Stewart, President and CEO, Forest2Market



Forest2Market

10:00 am – 10:30 am

Networking Break and Exhibition

10:30 am – 11:00 am

KEYNOTE ADDRESS with MICHAEL GREEN, Architect,

Michael Green Architecture on Innovation in Architecture, Wooden Skyscrapers and the future of Tall Wood Buildings



11:00 am – 11:50 am

GREEN BUILDING, TALL BUILDINGS AND THE FUTURE FOR WOOD IN DESIGN AND CONSTRUCTION

- Session Leader: Nadine Block, VP, Government Affairs & COO, SFI Inc.
- Jennifer Cover, Executive Director, WoodWorks
- Pat Layton, Director of the Wood Utilization and Design Institute at Clemson University



11:50 am – 12:00 pm

Conference Wrap-up with Kathy Abusow, President and CEO, SFI Inc.

12:00 pm – 1:00 pm

Informal Buffet Luncheon

1:00 pm

Conference Adjourns



SCHEDULE SUBJECT TO CHANGE

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