



SUSTAINABLE FORESTRY INITIATIVE

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FOR IMMEDIATE RELEASE

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SFI[®] INC. ANNOUNCES NEW OFFICERS AND BOARD MEMBERS

ARLINGTON, VA – The independent Board of Directors for the non-profit Sustainable Forestry Initiative[®] Inc. (SFI) recently elected four new members to support its balanced approach to responsible forest management, including two environmental representatives.

The new board members are:

- Roger Sedjo, Senior Fellow, Resources for the Future (environmental chamber)
- Mike Zagata, Executive Director and CEO, Ruffed Grouse Society (environmental chamber)
- Robert A. (Bob) Luoto, Independent Professional Loggers and the American Loggers Council (social chamber)
- Henry (Hank) Ketcham, Chairman, President and CEO, West Fraser Timber Co. Ltd. (economic chamber)

Rick R. Holley, President & CEO, Plum Creek Timber Company Inc., was elected chair of the board. The other new officers are Marvin Brown, State Forester, Oregon Department of Forestry, as vice chair and Mary Motlow, President & COO, Cumberland Springs Land Co., as secretary-treasurer.

SFI Inc. is a registered charitable organization, and its independent board represents environmental, social and economic sectors equally. The board is totally responsible for the SFI program, including setting and implementing the SFI forest certification standard following a public review process. Current board members include representatives of environmental, conservation, professional and academic groups, independent loggers, small family forest landowners, public officials, labor and the forest products industry.

“The success of the SFI program, and one reason for its impressive growth, is its ability to bring people together to promote responsible forest management and provide the market with forest products from well-managed forests,” Holley said. “Our newest board members will continue the SFI program’s tradition of bringing all interests to the table, something that is especially important as we begin the review that will lead to the 2010-2014 SFI Standard.”

SFI Inc. is one of the largest sustainable forestry certification programs in the world, and is devoted to responsible forest management. Across North America, a total of 151.4 million acres (61.3 million hectares) are certified to the comprehensive SFI 2005-2009 Standard, which is based on principles and measures that promote sustainability, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI certified content labeling program attests to the fact that the fiber in a product is from a well-managed source. In addition, SFI’s unique fiber sourcing requirements promote responsible forest management on all suppliers’ lands.

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SFI Inc. President and CEO Kathy Abusow thanked John Luke Jr., Chairman and CEO of MWV, who chaired the SFI board during a time of transition and when the SFI program experienced immense growth in certifications and market awareness. She also thanked departing board members George Fenwick, President, the American Bird Conservancy, and Joe Young, President, Low Country Forest Products Inc., for their dedication to the SFI program.

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Editors Note: backgrounder attached

About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program. SFI Inc. directs all elements of the Sustainable Forestry Initiative program including the SFI Standard, chain-of-custody certification, fiber sourcing requirements, labeling and marketing. SFI Inc. is overseen by a three-chamber Board of Directors representing social, environmental and economic sectors. SFI and its 228 program participants work with others to promote responsible forest management, to ensure that the standard reflects the latest science and emerging values, and to provide the marketplace for forest products that are a sound environmental choice. For more information about the SFI program, visit www.sfiprogram.org



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BACKGROUNDER -- SFI Inc. Board of Directors – New Members Elected in April 2008

Roger Sedjo, Resources for the Future (environmental chamber)

Roger Sedjo is Senior Fellow and Director of Resources for the Future's Forest Economics and Policy Program. His research interests include forests and global environmental problems; climate change and biodiversity; public lands issues; long-term sustainability of forests; industrial forestry and demand; timber supply modeling; international forestry; global forest trade; forest biotechnology; and land use change. He has written or edited 14 books related to forestry and natural resources.

Sedjo served as a consultant to the World Bank, the Asian Development Bank, the U.S. Agency for International Development, the Food and Agricultural Organization of the United Nations, the Organisation for Economic Cooperation and Development, and other international organizations in more than a dozen countries, including Argentina, Chile, Indonesia, New Zealand, Russia, Romania, Estonia, and Thailand.

Resources for the Future (www.rff.org) is a non-profit and non-partisan organization that conducts independent research – rooted primarily in economics and other social sciences – on environmental, energy, and natural resource issues. Founded in 1952, it became the first think tank devoted exclusively to natural resource and environmental issues.

Mike Zagata, Ruffed Grouse Society (environmental chamber)

Mike Zagata, Executive Director and CEO of the Ruffed Grouse Society, earned a PhD in wildlife ecology from Iowa State University. He has taught and conducted research on the impact of forest harvesting on wildlife while in the School of Forest Resources at the University of Maine, Orono.

Zagata served as field director for The Wildlife Society, director of federal relations for the National Audubon Society and program development officer for the National Research Council's Committee on Agriculture. He also served as director of environment, health and safety (EH&S) for Tenneco and as vice-president of EH&S for Transco Energy, and in these capacities was awarded the National Wildlife Federation's Whooping Crane award and the Conservation Fund's Alexander Calder award. Before joining the Ruffed Grouse Society, Zagata was commissioner of New York's Department of Environmental Conservation.

Zagata was inducted into the Offshore Energy Industry's Hall of Fame for pioneering the Wetland Mitigation Banking and Rigs to Reefs programs, and was also recently inducted into the New York State Outdoorsman's Hall of Fame.

The Ruffed Grouse Society (www.ruffedgrousesociety.org) was established in 1961 and supports national scientific conservation and management efforts to ensure the future of grouse and woodcock. It employs a team of wildlife biologists to work with private and public landowners who are interested in improving their land for ruffed grouse, American woodcock and the other songbirds and wildlife that have similar requirements.



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Bob Luoto, Independent Professional Loggers and the American Loggers Council (social chamber)

Bob Luoto has worked in the forest sector for 34 years, and represents logging professionals and the American Loggers Council on the SFI Inc. Board. Luoto has been with the ALC since it was created in 1994, and was president in 2002. He has been involved with Associated Oregon Loggers (AOL) for 31 years, serving as board president in 1995 and 1996. He was president of the AOL when Oregon joined the Log a Load for Kids program in support of children's hospitals. In 2001, he was named AOL Logger of the year for his active role in both his community and the timber industry.

Luoto earned a BA in political science from Washington State University then helped establish a family-owned logging company, Luoto Logging Inc. He founded Crown & Cross Inc. in 1998 after his father retired.

Earlier in his career, Luoto was directly involved in a job that protected a number of streams and water systems within the logging unit and won Luoto Logging the Northwest Oregon Area Operator of the Year award. His commitment to safety was recognized in 1990 when he was appointed to Oregon's State Advisory Board for Occupational Safety and Health.

The ALC (www.americanloggers.org) provides a unified voice on logging issues and cooperates with public, industrial and private timberland owners to further sustainable forestry practices. It represents more than 50,000 employees and reaches over 10,000 logging contractors across the United States.

Hank Ketcham, West Fraser Timber Co. Ltd. (economic chamber)

Hank Ketcham began his career with West Fraser in 1973 and worked in mill level and management positions. In 1985, he was elected President and Chief Executive Officer and in 1996 he took on the additional position of Chairman of the Board. West Fraser operates mills in both Canada and the United States, which provides Ketcham with a broad perspective on how the SFI program can best strengthen forest management across North America.

West Fraser (www.westfraser.com) employs approximately 9,000 people in western Canada and the southern United States. The integrated forest products company is one of the largest lumber producers in North America and also produces MDF, plywood, LVL, pulp, linerboard, kraft paper and newsprint.



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BACKGROUND -- SFI Inc. BOARD OF DIRECTORS

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations:

- Jerry McCollum, President and CEO, Georgia Wildlife Federation
- Roger Sedjo, Senior Fellow, Resources for the Future
- Laurie A. Wayburn, President, The Pacific Forest Trust
- Steven A. Williams, President & CEO, Wildlife Management Institute
- Mike Zagata, Executive Director and CEO, Ruffed Grouse Society
- One vacancy

Board members representing the social sector, which includes community or social interest groups such as universities, labor, professional loggers, family forest owners or government agencies:

- Marvin Brown (Vice Chair), State Forester, Oregon Department of Forestry
- Mary Motlow (Secretary/Treasurer), President & COO, Cumberland Springs Land Co.
- R. Thomas Buffenbarger, International President, International Association of Machinists and Aerospace Workers
- Norm. L. Christensen Jr., Professor of Ecology & Past Dean, Nicholas School of the Environment and Earth Sciences at Duke University
- John Innes, FRBC Chair of Forest Management, University of British Columbia, Sustainable Forest Management Research Group
- Robert A. (Bob) Luoto, representing independent professional loggers and the American Loggers Council

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities:

- Rick R. Holley (Chair), President & CEO, Plum Creek Timber Company Inc
- Matthew Donegan, Co-President, Forest Capital Partners LLC
- John Faraci, Chairman & CEO, International Paper Company
- Henry H. (Hank) Ketcham, Chairman, President and Chief Executive Officer, West Fraser Timber Co. Ltd.
- Patrick J. Moore, Chairman, President & CEO, Smurfit-Stone Container Corporation
- Steven R. Rogel, Chairman of the Board, Weyerhaeuser Company



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BACKGROUNDER -- SFI GOVERNANCE

SFI[®] Inc. – Balanced and Independent

Credible third-party forest certification programs represent diverse forest interests. Sustainable Forestry Initiative[®] Inc. (SFI) is a fully independent non-profit organization devoted to improving responsible forest management through the comprehensive SFI program. Its volunteer Board of Directors represents environmental, social and economic interests equally.

Equal representation

The three-chamber structure of SFI Inc.'s Board of Directors ensures that the SFI program represents economic, environmental and social needs equally. Board members include representatives of environmental, conservation, professional and academic groups, independent professional loggers, small family forest owners, public officials, labor and the forest products industry.

The board is totally responsible for the SFI program – its 18 members set and implement the forest certification standard following a public review process, and it is the only body that can modify the standard.

Article 3 of the SFI Inc. bylaws calls for:

- six directors from non-profit environmental /conservation organizations representing the environmental sector;
- six directors from community or social interest groups such as universities, labor, independent professional loggers, family forest owners or government agencies representing the social sector; and
- six directors from the forest, paper and wood products industry or other for-profit forest ownership or management entities representing the economic sector.

In order to ensure that no sector can control the future of the corporation, board actions must be approved by a minimum of 80 per cent of those present – which must include at least two representatives from each sector or a proxy.

As terms expire or vacancies occur, a nominations committee representing all three sectors prepares a list of nominations for election to the board.

Registered charitable organization

SFI Inc. is a registered charitable organization under section 501(c)(3) of the United States Internal Revenue Code, which means it cannot be organized or operated for the benefit of private interests and its net earnings cannot benefit any private shareholder or individual. The program operates across North America.



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Like other third-party forest certification programs, SFI Inc. receives fees from users, which include forest product companies; colleges and universities; and state, provincial and county agencies, as well as foundations, and conservation and other non-profit organizations.

The SFI certification process is based on auditing principles and procedures outlined in internationally recognized standards. Audits are conducted by independent certification bodies accredited through the American National Standards Institute (ANSI), ANSI-ASQ National Accreditation Board (ANAB) or the Standards Council of Canada (SCC).

George Fenwick, President, American Bird Conservancy, and a former member of the SFI Inc. Board of Director says:

“The SFI program succeeds because it fosters collaboration – bringing together stakeholders from all walks of life – from environmental groups, from the academic community, from the forest sector.

“Members of the SFI Board and its related committees share a commitment to responsible forest management. They work toward a common vision, finding real, tangible solutions to some of the most pressing environmental issues while at the same time providing the marketplace with the products they need day to day.”

Board composition from Article 3 of the SFI Inc. bylaws:

“The Board of Directors shall strive to represent a diversity of stakeholder groups. It is desirable that Directors have knowledge of sustainable forest management. Six Directors shall be drawn from the forest, paper and wood products industry or other for-profit forest ownership or management entities. These Directors will comprise the Economic Sector of the Board. Six Directors shall be drawn from nonprofit environmental/conservation organizations. These Directors will comprise the Environmental Sector of the Board. The remaining six Directors shall be from other stakeholder groups including community or social interests. These Directors will comprise the Social Sector of the Board.”

List of board members www.sfiprogram.org/board.cfm

SFI Inc. bylaws www.sfiprogram.org/miscPDFs/SFIIncBylaws.pdf