



# SUSTAINABLE FORESTRY INITIATIVE

## MINUTES OF THE

### Sustainable Forestry Initiative, Inc. SIC Regional Meeting – Sacramento, CA

02/17/2009

Submitted to SIC Regional Chairs \_05/08/09\_\_\_\_\_; Approved by SIC Regional Chairs \_\_\_\_\_

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This document will serve as the record of the proceedings of the February 17, 2009 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC Regional committees.

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**PARTICIPANTS**

	<b>Committee members</b>	<b>Company</b>			
			8.	Brad Holt	Oregon SIC Boise Cascade
1.	Owen Graham	Alaska SIC Alaska Forestry Association	9.	Brian Kernohan	Oregon SIC Forest Capital Partners
2.	Jim Ostrowski	California SIC Timber Products Company	10.	Nancy Cloward	Washington SIC Green Diamond Resource Company
3.	Mark Pawlicki	California SIC Sierra Pacific Industries	11.	John Helms	<b>External Review Panel member</b>
4.	Eric Carlson	California SIC Associated California Loggers		<b>SFI Inc. Staff</b>	<b>Title</b>
5.	Bob Mion	California SIC California Forestry Association	12.	Amy Doty	Manager, Community Outreach
6.	Jim Kranz	Montana SIC Plum Creek Timber Co.	13.	Rick Cantrell	Vice President and COO
7.	Lorin Hicks	Montana SIC Plum Creek Timber Co.	14.	Karen Brandt	Vice President, Market Affairs

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AGENDA ITEM	DISCUSSION	ACTION ITEM
<b>Welcome and Introductions</b>	Amy Doty welcomed all SIC meeting participants and provided an overview of the meeting objectives. Amy Doty provided the antitrust reminder.	
<b>SFI Standard Review</b>	Participants were asked if there were any additional questions regarding the SFI Standard Review and the draft 2010-2014 SFI Standard, with respect to requirements for the SFI Implementation Committees. All participants felt the SFI Standard Review Workshop adequately covered this information. Jim Ostrowski noted the need to provide further guidance to program participants regarding the differences between <i>qualified logging professional</i> and <i>certified logging professional</i> .	
<b>SIC Governance Review and Discussion</b>	<p>Amy Doty provided an overview presentation of the history of the SIC Governance document and the proposed changes to the document from the SIC Governance Review Ad-hoc Committee. The Ad-hoc committee's proposed changes include:</p> <ol style="list-style-type: none"> <li>1. Clarify the core mission of public outreach to only include educational opportunities furthering SFI program recognition, support and awareness.</li> <li>2. Clarify the secondary mission of public outreach to focus on marketing and paid advertising.</li> <li>3. Provide additional clarification and examples of public outreach by defining as two major categories: educational outreach (core mission) and marketing/advertising (secondary mission).</li> <li>4. Consider elevation to core mission the secondary mission of "encourage family forest owners to participate in the American Tree Farm System or similar programs as appropriate."</li> <li>5. Provide additional clarification around regulatory issues related to inconsistent practices and their relation to the SFI Standard, i.e. timber theft.</li> <li>6. Develop a provision to update the SIC Governance document on a regular basis, i.e. concurrent with SFI Standard review process.</li> </ol> <p>Participants were asked to provide feedback on the proposed changes. Regarding all changes to the education and public outreach updates, all participants felt these changes were appropriate and should be moved forward. Participants noted need to change the word "public" to "educational" in Core Mission II. D.</p> <p>Regarding the elevation of the American Tree Farm System (ATFS) or similar program promotion among family forest landowners, participants were agreeable to this elevation and did not see any drawbacks.</p> <p>Participants agreed to additional clarification surrounding the inconsistent practices process. Participants suggested tying all inconsistent practices clarification to the SFI Standard and language from the Interpretations document regarding legal proceedings. Participants urge the Ad-hoc committee to be consistent with the language between the various documents.</p> <p>All participants agreed to the suggested provision for updating the SIC Governance document on a regular basis, and felt tying to the SFI Standard review process was appropriate and sufficient.</p>	

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	<p>Rick Cantrell and Amy Doty led discussion through the entire SIC Governance document and sought feedback from participants regarding any required or suggested updates. Participants agreed the proposed Ad-hoc committee changes were sufficient for the core and secondary mission priorities, but noted the earlier discussed updates. Many participants felt the current SIC Governance document was adequate and should only be updated in the case of changes from the draft 2010-2014 SFI Standard. Staff noted all SFI Standard revisions will be automatically incorporated into the SIC Governance document.</p> <p>Doty reviewed the next steps and process for updating the SIC Governance document. After conducting all SIC regional meetings, the SIC Governance Review Ad-hoc committee will review all suggested updates and edits to the SIC Governance document. A final Governance document will be provided to the SFI Inc. Resources Committee and SFI Inc. Board of Directors for review and approval in July 2008. The final SIC Governance document will be provided to all SIC chairs and coordinators by August 31, 2009, and further discussion will be held at the SFI Annual Conference in Nashville, TN on Sept. 22, 2009.</p> <p>All participants were urged to provide any additional feedback or suggestions to the SIC Governance Review Ad-hoc committee member in their region, or to contact Amy Doty directly.</p>	
<b>SIC Roundtable</b>	<p>SIC representatives from each state provided brief overviews of their plans for 2009. All represented SICs are continuing promotion of the SFI program in their specific state and working to continue the growth of the SFI program in this economic climate and retaining membership. SICs are continuing outreach efforts, i.e. BMP and reforestation reports and awareness webinars in Oregon. Montana is currently focusing a great deal of effort on updating their training modules and adding new subjects, dimensions and delivery mechanisms. Montana also updated the group on the Logger Training reciprocity agreement in the western states, which is currently signed by Idaho and Montana. Alaska is currently struggling with public lands issues, and hoping to see additional timber sales in the pipeline.</p> <p>Karen Brandt provided an update on recent happenings surrounding green building, noting information in the pipeline from SFI Inc. SFI Inc. is currently developing a green building sales sheet and a green building toolkit for program participants. Staff noted SFI Inc. is relying on SICs to provide any intelligence from the states regarding proposed green building legislation. Karen Brandt also provided an update on the SFI Inc. marketing campaign and noted SFI Inc. will continue the efforts of promoting the SFI program in the market and to the top users of wood and paper products. Participants were also made aware of the upcoming SFI webinar series, including proposed topics. Information will be sent to all interested stakeholders, and SICs should encourage their members and associated staff to participate. Participants were also asked to provide Amy Doty with any additional topics of interest.</p>	
<b>Adjourn</b>	Amy Doty thanked all participants and meeting was adjourned.	