



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative, Inc. SIC Regional Meeting – Montreal, Quebec

04/16/2009

Submitted to SIC Regional Chairs 05/08/09; Approved by SIC Regional Chairs _____

This document will serve as the record of the proceedings of the April 16, 2009 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC Regional committees.

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ACTION #	Action Item Description	Responsible	Deliver by:
#01- APR-09-SIC-PQ	Quebec SIC will provide further information regarding their Quebec SIC pilot projects to SFI Inc. staff.	Quebec SIC Danny Karch	May 30, 2009
#02- APR-09-SIC-PQ	Staff will review recommendation for a French translated 2010-2014 SFI Standard and develop a process for reviewing the translations for accurate wording.	Danny Karch	June 30, 2009

PARTICIPANTS

	Committee members	Company
1.	Guillaume Gignac	QMI-SAI Global
2.	Claude Lebel	Norbord
3.	Guy Tremblay	AbitibiBowater
	SFI Inc. Staff	
4.	Amy Doty	Manager, Community Outreach
5.	Rick Cantrell	Vice President and COO
6.	Danny Karch	National Director, Market Access (Canada)

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Welcome and Introductions	Amy Doty welcomed all SIC meeting participants and provided an overview of the meeting objectives. Amy Doty provided the antitrust reminder.	
SFI Standard Review	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 and no further discussion was warranted.	
SIC Governance Review and Discussion	<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"> 1. Clarify the core mission of public outreach to only include educational opportunities furthering SFI program recognition, support and awareness. 2. Clarify the secondary mission of public outreach to focus on marketing and paid advertising. 3. Provide additional clarification and examples of public outreach by defining as two major categories: educational outreach (core mission) and marketing/advertising (secondary mission). 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." 5. Provide additional clarification around regulatory issues related to inconsistent practices and their relation to the SFI Standard, i.e. timber theft. 6. Develop a provision to update the SIC Governance document on a regular basis, i.e. concurrent with SFI Standard review process. <p>Participants were asked to provide feedback on the proposed changes.</p> <p>Regarding all changes to the public outreach updates, Participants agreed with the changes, as this has not been a huge issue. For example, the Quebec SIC provided comments on a university forestry text regarding forest certification. The educational outreach took very little effort, as the SIC is a great avenue for forest certification expertise.</p> <p>Regarding the elevation of the American Tree Farm System (ATFS) or similar program promotion among family forest landowners, participants felt this was an acceptable recommendation as SFI is losing ground to FSC in Canada, with the small woodlot owners. Suggest listing as "ATFS, CSA Z804, and similar programs", and suggest looking into CSA Z804 program for additional program promotion. If CSA Z804 becomes PEFC endorsed, this issue would be easier for Canadian SICs to support. Quebec SIC updated group on their small woodlot owner group certification pilot project, working with the Quebec marketing board. ACTION: Quebec SIC will provide further information regarding their Quebec SIC pilot projects to SFI Inc. staff.</p> <p>Participants agreed to additional clarification surrounding the inconsistent practices process. The Quebec SIC is currently working with the professional forestry association, as an independent body to conduct IP monitoring. Attendees also</p>	<p align="center">#01- APR - 09- SIC-PQ</p>

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	<p>agreed with the provision to update the SIC Governance document on a regular basis, and suggested “every 5 years, but as necessary.”</p> <p>Amy Doty led discussion through the entire SIC Governance document and sought feedback from participants regarding any required or suggested updates.</p> <p>Vision Statement: Agreed with other SIC regional meeting recommendation to change “first” to “preferred” and updating list of groups</p> <p>Overall Mission: Add “regional” after “state/provincial” Attendees also discussed the SIC name, and suggested changing to “SFI Regional Committee.”</p> <p>SIC Organization –</p> <p>Structure: 1. Clarify last sentence to read “SIC chairs must be SFI program participants.”</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 SICs for a one-week review prior going 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>	<p>#01- APR - 09- SIC-ME</p>
<p>SIC Roundtable</p>	<p>SIC representatives from the Quebec SIC provided a brief overview of their plans for 2009. Quebec SIC is working on clarification of the logger training in province, as well as the small, woodlot owner project with marketing board. SIC recently undertook an advertising campaign, and also outreach at tradeshows. The SIC is also focusing on outreach to universities in the province. Quebec SIC would like to see a French translated version of the 2010-2014 SFI Standard.</p> <p>ACTION: Staff will review recommendation for a French translated 2010-2014 SFI Standard and develop a process for reviewing the translations for accurate wording.</p> <p>SFI staff Doty provided an update on recent happenings at SFI Inc. and the SFI program, including Canadian market outreach and partnerships with Habitat for Humanity and the Solar Decathlon. 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>	<p>#02- APR - 09- SIC-PQ</p>

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