

## **GROWING OUR FUTURE**

2015 SFI® ANNUAL CONFERENCE PROGRAM



**1995-2015: CELEBRATING 20 YEARS OF LEADERSHIP AND GROWTH**

**OCTOBER 6-8, 2015**  
OLYMPIC VALLEY, CALIFORNIA

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# SCHEDULE OF EVENTS - AT A GLANCE

## MONDAY OCTOBER 5

3:00 pm – 5:00 pm    **Registration**    Sierra Ballroom Foyer

## TUESDAY OCTOBER 6

8:00 am – 5:30 pm    **Registration**    Sierra Ballroom Foyer

12:00 pm – 12:45 pm    **Closed: SFI Implementation Committee Luncheon\***    Sun Plaza Deck

12:45 pm – 1:35 pm    **Closed: SFI Implementation Committee Breakouts\***

- How can SICs help SFI Program Participants meet SFI Standard requirements?    Grand Sierra A and B
- Best Practices in Online Logger Training Module Development    Grand Sierra C and D

1:45 pm – 2:45 pm    **Closed: SFI Implementation Committee Regional Breakouts\***

- Canadian committees    Granite Chief
- Central and Eastern committees    Monument Peak
- Southern committees    Emigrant Peak
- Western committees    Pyramid Peak

2:00 pm – 7:00 pm    **Exhibits Open**    Grand Sierra C and D

3:00 pm – 4:30 pm    **WELCOME AND OPENING REMARKS**    Grand Sierra A and B

4:30 pm – 5:15 pm    **KEYNOTE ADDRESS WITH CHUCK LEAVELL**    Grand Sierra A and B

5:15 pm – 7:00 pm    **SFI Founder's Reception**  
(Dinner on your own)    Grand Sierra C and D

9:00 pm – 11:00 pm    **Hospitality Suite**

## WEDNESDAY OCTOBER 7

7:00 am – 8:30 am    **SFI 5K Fun Run/Walk - Resort Entrance**    Squaw Creek Road

7:30 am – 5:30 pm    **Registration**    Sierra Ballroom Foyer

7:30 am – 5:30 pm    **Exhibits Open**    Sierra Ballroom Foyer

7:30 am – 9:00 am    **Continental Breakfast and Exhibition**    Sierra Ballroom Foyer

8:30 am – 9:00 am    **Student/Mentor Meet & Greet**    Emigrant Peak

9:00 am – 9:30 am    **GLOBAL SUSTAINABILITY ISSUES AND TRENDS**    Grand Sierra A and B

9:30 am – 10:45 am    **RISK AND REWARD IN FOREST-BASED SUPPLY CHAINS**    Grand Sierra A and B

10:45 am – 11:15 am    **Networking Break and Exhibition**    Sierra Ballroom Foyer

*\* (Committee members and SFI Program Participants only. ERP Members invited.)*

# SCHEDULE OF EVENTS - AT A GLANCE

## WEDNESDAY OCTOBER 7

11:15 am – 11:45 am	<b>AVOIDING DEFORESTATION AND INTEGRATING CORPORATE VALUES INTO GLOBAL SUPPLY CHAINS</b>	Grand Sierra A and B
11:45 am – 12:00 pm	<b>Networking Break and Exhibition</b>	Sierra Ballroom Foyer
12:00 pm – 1:30 pm	<b>Annual Awards Luncheon</b>	Pavilion
1:30 pm – 2:00 pm	<b>Networking Break and Exhibition</b>	Sierra Ballroom Foyer
2:00 pm – 3:15 pm	<b>FOREST CONSERVATION MEETS THE REAL WORLD: HOW SFI IS FORGING THE FUTURE OF FOREST CONSERVATION IN KEY LANDSCAPES TODAY</b>	Grand Sierra A and B
3:15 pm – 3:30 pm	<b>THE MARKET RELEVANCY OF SFI</b>	Grand Sierra A and B
3:30 pm – 4:30 pm	<b>SFI IMPLEMENTATION COMMITTEES: MAKING A DIFFERENCE IN LOCAL COMMUNITIES</b>	Grand Sierra A and B
4:30 pm – 5:30 pm	<b>Networking Break and Exhibition</b>	Sierra Ballroom Foyer
6:00 pm – 9:30 pm	<b>Experience the Tastes, Sounds and Adventures of Lake Tahoe</b> (See page 15 for additional details and transportation information.)	Homewood, CA
10:00 pm – 11:00 pm	<b>Hospitality Suite</b>	

## THURSDAY OCTOBER 8

7:30 am – 8:30 am	<b>Networking Breakfast</b>	Cascades
7:30 am – 10:30 am	<b>Exhibits Open</b>	Sierra Ballroom Foyer
8:30 am – 9:00 am	<b>FROM LOCAL TO GLOBAL</b>	Grand Sierra A and B
9:00 am – 9:30 am	<b>FUTURE FORESTS THROUGH AN ECONOMIC LENS</b>	Grand Sierra A and B
9:30 am – 10:15 am	<b>Networking Break and Exhibition</b>	Sierra Ballroom Foyer
10:15 am – 11:00 am	<b>KEYNOTE ADDRESS WITH MICHAEL GREEN</b>	Grand Sierra A and B
11:00 am – 11:50 am	<b>GREEN BUILDING, TALL BUILDINGS &amp; THE FUTURE FOR WOOD IN DESIGN &amp; CONSTRUCTION</b>	Grand Sierra A and B
11:50 am- 12:00 pm	<b>Conference Wrap-up</b>	Grand Sierra A and B
12:00 pm – 1:00 pm	<b>Informal Buffet Luncheon</b>	Sun Plaza Deck
1:00 pm	<b>Conference Adjourns</b>	

WEDNESDAY & THURSDAY COFFEE BREAKS SPONSORED BY:



## WIFI PASSWORD: SFI2015AC

Sponsored by: **PwC**

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### SFI STORE

SFI apparel, lapel pins, and walking sticks are for sale at the registration desk during the following times:

<b>Tuesday, Oct. 6</b>	<b>1:00 p.m. – 5:30 p.m.</b>
<b>Wednesday, Oct. 7</b>	<b>7:30 a.m. – 5:30 p.m.</b>
<b>Thursday, Oct. 8</b>	<b>7:30 a.m. – 12:00 p.m.</b>

You can also pre-order your SFI Christmas and Holiday cards at the SFI Store.



### CONTINUING EDUCATION CREDITS

This program was reviewed and approved for professional continuing forestry education credits by the **Society of American Foresters (SAF)** and the **Canadian Institute of Forestry (CIF)**.

This program meets SAF's Continuing Forestry Education guidelines and standards. Participants can receive credit for: 7.0 hours Category 1-CF and 1.0 hour Category 2. To apply for SAF Continuing Forestry Education credits, visit [www.safnet.org/calendar/index.cfm](http://www.safnet.org/calendar/index.cfm).

This program meets CIF's Continuing Forestry Education requirements, and participants can receive 15.25 hours under Category 1, (credits accrue at the rate of one hour for each hour of actual content).

To apply for CIF Continuing Forestry Education credits, visit [www.cif-ifc.org/site/continuing\\_education\\_credits](http://www.cif-ifc.org/site/continuing_education_credits).

# PROGRAM SCHEDULE



## TUESDAY AFTERNOON

OCTOBER 6 (OPEN TO ALL)

### WELCOME AND OPENING REMARKS

3:00 pm to 4:30 pm

Delegates will be welcomed to the conference and to the State of California, and receive an update on the latest progress and future opportunities for the SFI Program.



#### SPEAKERS



**Kathy Abusow** - *President & CEO, SFI Inc.*, will provide opening remarks and a retrospective of the SFI Program over the past 20 years.



**Herman Fillmore** - *Language Teacher, Cultural Resource Department*, and an elder of the *Washoe Tribe of Nevada & California* will provide a Tribal welcome.



**Craig Blair** - *Chairman of the SFI Board of Directors and President and CEO, Resource Management Service LLC*, will provide opening remarks, and set the stage for the sessions to follow.



**Ken Pimlott** - *California State Forester and Director of the California Department of Forestry and Fire Protection*, will highlight the key forest health issues of drought and wildfire, and the role of responsible forest management and community engagement in addressing them.



**Bill Street** - *Chairman of PEFC International*, will draw from his expertise working with a range of stakeholders on sustainability issues to provide a perspective on global collaboration and considerations for growing future forests.



## KEYNOTE SPEAKER

**Chuck Leavell, Keyboardist for the Rolling Stones and Owner, Charlane Plantation**  
**4:30 pm to 5:15 pm**



**Chuck Leavell** - Keyboardist for *The Rolling Stones* for over 30 years and respected author, tree farmer and environmentalist. Chuck has recorded and performed with The Allman Brothers Band, Eric Clapton, George Harrison and John Mayer. He and his wife, Rose Lane Leavell, own and manage the multi-award winning tree farm, Charlane Plantation, in Georgia. He will address two essential ingredients for success — stewardship and partnership.



## TUESDAY EVENING

OCTOBER 6 (OPEN TO ALL)

### SFI FOUNDER'S RECEPTION

**5:15 pm – 7:00 pm**

Sponsored by: **Conservation and Community Sponsors**

Mingle with SFI staff, members of the SFI Board of Directors, the SFI External Review Panel, and SFI program supporters to celebrate the SFI Program's 20th anniversary and join us as we recognize the founders of the SFI program. We look forward to celebrating our past, present and future successes. You will also have a chance to meet our conference exhibitors, and learn more about some of the organizations within the SFI community.

### HOSPITALITY SUITE

**9:00 pm – 11:00 pm**

What happens in the hospitality suite, stays in the hospitality suite! Come join the fun.

# 20 YEARS OF CHANGE AND CONTINUAL IMPROVEMENT

SFI started as an industry-led initiative to promote sustainable forestry practices. Now a fully independent, charitable organization, with a board representing economic, social and environmental sectors equally, SFI is widely regarded as a leader in promoting responsible forestry, conservation and sustainable communities. Similarly, those who use the SFI Standards have grown from just industry users to a diverse group including conservation organizations, community groups, the public sector, Aboriginals, Tribes, universities, and many more.





# WEDNESDAY MORNING

OCTOBER 7 (OPEN TO ALL)

## SFI 5K FUN RUN/WALK

Participant check-in at 6:45 am  
Runners begin at 7:00 am  
Walkers begin at 7:05 am

Sponsored by: **The Conservation Fund**

Our first annual SFI 5K Fun Run/Walk is sponsored by The Conservation Fund. Enjoy the beautiful landscape around the Resort at Squaw Creek and Olympic Valley.

Stay hydrated, with the **Weyerhaeuser Company** sponsored water bottle.



## CONTINENTAL BREAKFAST

7:30 am to 9:00 am

Sponsored by: **WestRock**

## STUDENT MEET AND GREET

(STUDENTS AND INVITED GUESTS ONLY)

8:30 am – 9:00 am

## GLOBAL SUSTAINABILITY ISSUES AND TRENDS

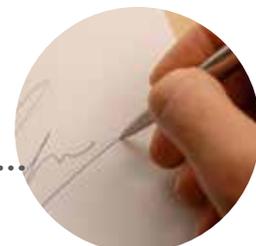
9:00 am to 9:30 am

Sponsored by: **Hancock Timber Resource Group**

### SPEAKER



**Malcolm Preston** - *Global Sustainability Leader, PwC, London, UK*, will discuss numerous sustainability issues in a forest supply chain context, including global mega trends, policies, and initiatives that can positively or negatively impact your supply chain.



Growing Our Future

## RISK AND REWARD IN FOREST-BASED SUPPLY CHAINS

9:30 am to 10:45 am

Consumers and consequently brandowners have high expectations with regards to the legality and sustainability of the products they buy, be it wood, paper and/or packaging. This session will discuss the risks in forest-based supplies, the tools brandowners are using to add value in their supply chains, and how they weigh the risk and reward in decision-making and customer relations.



### SESSION LEADER

**Katie Fernholz**, Executive Director, Dovetail Partners Inc.



### SPEAKERS



**Guy Gleysteen** - Senior Vice President, Production, Time Inc. and SFI Board Member, will speak from a brand owner perspective on the SFI Forest Partners® Program, as well as provide insights on GreenBlue's value innovation work and the progress being made by the Sustainable Packaging Coalition.

**Time Inc.**



**Sheam Satkuru-Granzella** - Vice-Chairman of PEFC Board Directors and Director of the Malaysian Timber Council is a specialist in international trade, with strong experience in legal and policy analysis relating to the timber and forest industries. Sheam will offer her perspective on the role of sustainability in trade of forest products.



**John Westling Jr.** - Senior Buyer of Paper Goods, Walmart, will provide Walmart's perspective on forest based supply chains, and the tools they use to assess and rate forest products such as the Sustainability Index. Hear about Walmart's new efforts to promote and recognize sustainability leaders in their supply chain.

**Walmart**

## NETWORKING BREAK AND EXHIBITION

10:45 am to 11:15 am

### A GLOBAL REACH

Products that are certified to SFI Standards are sold in

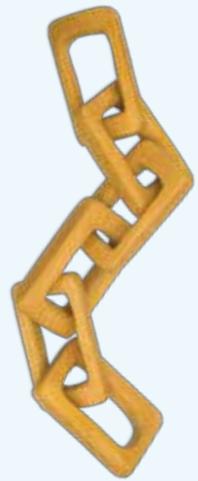
**MORE THAN 120 COUNTRIES**



## AVOIDING DEFORESTATION AND INTEGRATING CORPORATE VALUES INTO GLOBAL SUPPLY CHAINS

11:15 am to 11:45 am

Many global corporate brands have made policy commitments for zero deforestation. Forest certification is recognized as a tool to deliver on such commitments, but forest certification seeks a higher standard than simply the avoidance of deforestation or illegal logging. Join in a discussion on why zero deforestation has emerged as the new hot topic and why organizations like The Forest Trust might be knocking on your door asking supply chain questions that address a range of brandowner values.



### SESSION LEADER

**Kathy Abusow**, President & CEO, SFI Inc.



### SPEAKERS

**Tobias Webb** - *Founder of Innovation Forum*, builds bridges and understanding between academia, industry, conservation interests and policy makers, and provides a platform to discuss important corporate sustainability issues, like zero net deforestation and avoidance of illegal logging.



**Scott Poynton** - *Founder and Executive Director of The Forest Trust (TFT)*, promotes supply chain solutions through his work with large brand owners to set policies based on TFT's Value, Transparency, Transformation and Verification model. Hear about TFT's role in advising brandowners on how to address their corporate values throughout their supply chains.



## NETWORKING BREAK AND EXHIBITION

11:45 am to 12:00 pm

## ANNUAL AWARDS LUNCHEON

12:00 pm to 1:30 pm

Sponsored by: [International Paper](#)

SFI Inc. will recognize special achievements during the Annual Awards Luncheon. Winners will be announced for the President's Award, the 17th Annual SFI Implementation Committee Achievement Award, and the Leadership in Conservation Award.

## NETWORKING BREAK AND EXHIBITION

1:30 pm to 2:00 pm





# WEDNESDAY AFTERNOON

OCTOBER 7 (OPEN TO ALL)

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

2:00 pm to 3:15 pm

Sponsored by: **Georgia-Pacific**

Beyond the research requirements of the SFI Standards, SFI Program Participants and partners engage in conservation initiatives and collaborate with globally recognized conservation organizations. Learn how SFI’s conservation impact is growing, how SFI will measure that impact, and about cutting edge collaborations that are stretching the bounds of traditional conservation to ensure the health and vitality of our future forest.



### SESSION LEADER

**Paul Trianosky**, Vice President, Conservation and External Affairs, SFI Inc.

### SPEAKER



**Larry Selzer** - President and CEO, *The Conservation Fund*, will speak about the first large landscape-level

model for re-establishing and conserving longleaf pine habitat on privately-owned land. Learn how this 205,000 acre sustainable working forest across Alabama and Florida will address the dual benefits of environmental and economic outcomes of forest certification.

THE CONSERVATION FUND



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### SESSION LEADER

**Andrew de Vries**, Vice President, Conservation and Indigenous Relations, SFI Inc.

### SPEAKERS



**George Fenwick** - President, *American Bird Conservancy*, will discuss how ABC is actively engaging forest managers across North America to ensure bird habitat recommendations are shaped by the practical aspects of sustainable forest management.



**Gordon Stenhouse** - Adjunct Professor, *University of Saskatchewan*, a world leading bear researcher, will speak about how he is assisting SFI Program Participants with integrating the needs of caribou and grizzly bear in the landscape of the western boreal forest.





## MARKET RELEVANCE

THE SFI LOGO IS RECOGNIZED AND UNDERSTOOD BY MORE PEOPLE THAN ANY OTHER FOREST CERTIFICATION LOGO, ACCORDING TO A 2015 NATURAL MARKETING INSTITUTE SURVEY.



### THE MARKET RELEVANCY OF SFI

**3:15 pm to 3:30 pm**

Hear from SFI on the latest trends: from forest certification, to media coverage, to consumer research around labeling. Find out how your company can leverage these upward shifts to convey the importance of SFI certification in your supply chain.



#### SPEAKER

**Jason Metnick, Senior Vice President, Customer Outreach, SFI Inc.**

### SFI IMPLEMENTATION COMMITTEES – MAKING A DIFFERENCE IN LOCAL COMMUNITIES

**3:30 pm to 4:30 pm**

Sponsored by: **California SFI Implementation Committee**

SFI Implementation Committees (SICs) are our strongest asset when it comes to community leadership. This grassroots network works with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach and community engagement. This panel will celebrate three SICs whose recent projects go above and beyond the ordinary.



#### SESSION LEADER

**Elizabeth Woodworth, Vice President, Communications and Community Engagement, SFI Inc.**

#### SPEAKERS



**Paul Lyskava** - *Pennsylvania SFI Implementation Committee*, will discuss the committee's outreach to high school students on logger training. Hear how this next generation of potential loggers and natural resource professionals is learning about the benefits of choosing a career in sustainable forestry.



**Anna Kendall** - *Mississippi SFI Implementation Committee*, will discuss the committee's annual tour of SFI certified forestlands for Mississippi State University architecture students, to learn about the benefits of sustainable forest products in green building design.



**Pat Sirois** - *Maine SFI Implementation Committee*, will discuss a partnership with Pine Tree Camp, a summer camp for Maine children and adults with disabilities, to help open seven new camper cabins with materials donated by the Maine SFI Program Participants. Also hear how the committee is bringing together stakeholders to protect habitats for Atlantic salmon and native brook trout through the Fisheries Improvement Network.





# THURSDAY MORNING

OCTOBER 8 (OPEN TO ALL)

## NETWORKING BREAKFAST

7:30 am to 9:00 am

Sponsored by: **Resource Management Service, LLC**

## FROM LOCAL TO GLOBAL

8:30 am to 9:00 am

Sponsored by: **Programme for the Endorsement of Forest Certification (PEFC)**

Hear from important SFI Inc. partners, American Tree Farm System and Programme for the Endorsement of Forest Certification, on addressing challenges and key opportunities to grow certification from the local to the global level.

### SPEAKERS



**Tom Martin** - *President and CEO, American Forest Foundation*, will discuss AFF's efforts to help family forest owners play a key local role in protecting and enhancing wildlife habitat and other forest benefits, while at the same time contributing to the growing need for sustainable wood supplies through tools including ATFS certification. Tom will also highlight AFF's innovative methods to reach and engage woodland owners.



**Ben Gunneberg** - *Secretary General, PEFC*, will provide a global perspective about future innovation challenges to certification and highlight critical issues that the certification movement will need to address, globally and locally, including carbon and the role of intensive forest management.



## FUTURE FORESTS THROUGH AN ECONOMIC LENS

9:00 am to 9:30 am

More than 20 years ago, the UN Earth Summit drew global attention to the need to sustainably manage our forests. As we celebrate 20 years of the SFI program, we are excited to look ahead to what the future holds for forests.



### SPEAKER

**Pete Stewart** - *President and CEO, Forest2Market*, will address the future of the forest sector, emerging markets affecting the forestry industry and wood supply, and demand drivers in the North American forest products industry.



## NETWORKING BREAK AND EXHIBITION

9:30 am to 10:15 am



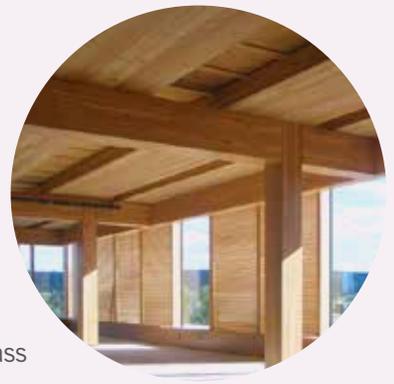
## KEYNOTE SPEAKER

Michael Green, MGA | Michael Green Architecture

10:15 am to 11:00 am



Michael Green will highlight innovation in architecture, wood skyscrapers, and the future of tall wood buildings. Tall wood projects are being proposed and completed around the world, demonstrating successful applications of engineered wood and mass timber technologies. Michael will share the importance of innovative design, research, testing, and responsible forest management in successfully shifting tall wood buildings into mainstream urban architecture.



**MGA**  
MICHAEL GREEN ARCHITECTURE

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

11:00 am to 11:50 am

Fiber from trees is being used in new and exciting ways. Learn about the importance of research, responsible forest management, and innovative design in using all wooden structures in mainstream urban architecture.



### SESSION LEADER

**Nadine Block, Vice President, Government Affairs and COO, Sustainable Forestry Initiative Inc.**



### SPEAKERS

**Jennifer Cover, Executive Director, WoodWorks**, will discuss WoodWorks' new partnership with the US Department of Agriculture, which provides outreach and training to architects and builders related to using wood in non-residential construction, and which supports the government's goals related to the role of forests in mitigating climate change and strengthening rural economies.



**Pat Layton, Director of the Wood Utilization and Design Institute at Clemson University**, will discuss the institute's outreach to the architect and builder community about the use of wood in sustainable and resilient building construction, and how the institute is growing markets and new technologies for forest products, including southern yellow pine.



## CONFERENCE WRAP-UP WITH KATHY ABUSOW, PRESIDENT AND CEO, SFI INC.

11:50 am to 12:00 pm

## INFORMAL BUFFET LUNCHEON

12:00 pm to 1:00 pm

## CONFERENCE ADJOURNS

1:00 pm



CLEMSON UNIVERSITY  
EXPERIMENTAL FOREST  
WAS CERTIFIED TO THE  
SFI FOREST MANAGEMENT  
STANDARD IN 2013.