



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE
Sustainable Forestry Initiative, Inc.
SFI Implementation Committee West Regional Meeting

September 21, 2010

Submitted to Counsel 10/19/2010 ; Approved by Counsel 10/20/2010
Submitted to SIC West Region 10/28/2010 ; Approved by SIC Chairs West Region

This document will serve as the record of the proceedings of the September 21, 2010 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) SIC West Region.

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ACTION #	Action Item Description	Responsible	Deliver by:
01-Sep-10 West SIC	West SIC chairs should reach out to OR and WA SAF chapters to pursue SIC-hosted forest resources professional training sessions.	SIC Chairs	Fall 2010
02-Sep-10 West SIC	Due to recent closure of Intermountain Forestry Association, SFI staff will inquire with Berry Dexter, chair of the Idaho SIC, to see how administration of the ID SIC will get handled.	Doty	November 15, 2010
03-Sep-10 West SIC	SFI staff to determine capacity to design a resources brochure for SIC landowner outreach.	Doty/McMillan	November 15, 2010
04-Sep-10 West SIC	SFI staff to provide SIC contact list and ensure it is available on SIC section of SFI website. (Note: Nadine confirmed that contact list is on SFI website.)	Doty	Complete
05-Sep-10 West SIC	SFI staff to confirm how to count multiple clients represented by a single consultant on annual reports. (Note: Amy confirmed they count as 1.)	Doty	Complete
06-Sep-10 West SIC	SFI staff will provide an explanation of differences between program participants and certified participants.	Doty	October 31, 2010
07-Sep-10 West SIC	SFI staff will highlight tribal outreach activities at spring 2011 SIC regional meetings.	Doty	Spring 2011
08-Sep-10 West SIC	SIC chairs and coordinators to provide ideas for further outreach to tribes.	SIC Chairs	Fall 2010
09-Sep-10 West SIC	Nadine will update certification-by-state/province chart, circulate to SICs, and upload to SFI SIC website.	Block	November 15, 2010
10-Sep-10 West SIC	SFI staff will plan future webinars with input from SICs on topics.	Doty	As appropriate
11-Sep-10 West SIC	SFI staff will share information on how emerging issues task force is addressing conversion.	Doty	As appropriate
12-Sep-10 West SIC	SFI staff will consider including an agenda item on emerging issues at the spring SIC regional meetings.	Doty	Dependent on timing of TF work

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PARTICIPANTS

	Committee members	Company			
1.	Julie Stangell	WA SIC Hancock Forest Management	9.	Mark Pawlicki	California SIC SPI
2.	Jim Stark	WA SIC Weyerhaeuser	10.	John Helms	SFI ERP Member UC Berkeley emeritus
3.	Bob Maurer	WA SIC Swanson			
4.	Brad Holt	OR SIC Boise			
5.	Scott Gray	OR SIC Stimson Lumber		SFI Inc. Staff	Title
6.	Chris Lunde	WA SIC Port Blakely	11.	Nadine Block	Senior Director, Government Outreach
7.	Rob Vance	GP OR SIC			
8.	Owen Graham	Alaska SIC Alaska Forest Association			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Introductions and Antitrust Reminder	Julie Stangell welcomed participants and Nadine Block provided the antitrust reminder.	
SIC Governance Document Review	<p>Julie provided a brief overview of the governance document provided by SFI and requested input on specific core and secondary priorities.</p> <p>Core Priorities:</p> <p>Training and education: A participant noted that the Oregon and Washington SAF chapters are having a joint meeting in spring 2011, which presents a good opportunity to do an SIC-hosted session for forest resource professional training. Action: West SIC chairs should reach out to OR and WA SAF chapters to pursue SIC-hosted session.</p> <p>Inconsistent Practices: No problems with process were identified. It was noted that the Intermountain Forestry Association, which handles inconsistent practices for Idaho, has folded. Action: SFI staff should inquire with Berry Dexter, chair of the Idaho SIC, to see how this will get handled.</p> <p>Landowner outreach: Oregon SIC has budgeted for a brochure on invasive species. OR and WA SICs are working together on advertising. It was noted that the SICs struggle with this issue and feel that there should be more coordination. One idea that had broad support is a brochure that lists useful resources (e.g., websites) on various topics (invasive species, technical assistance programs, endangered species, professional logger programs, NatureServe, etc.), plus some information on SFI. This could be both a printed brochure and reside on a website. Each SIC would need to populate the list of resources, but there could be a single template for all to work from. Participants requested SFI assistance (e.g., Sue) in designing the brochure, with funding provided by the SICs. If SFI cannot assist, the SAF western chapter is an option. SIC chairs would approve the brochure and identify volunteers to develop the content. Action: SFI staff to determine capacity to design a resources brochure for SIC landowner outreach. SIC chairs requested an updated list of SIC chair and coordinator contacts. Action: SFI staff to provide contact list and ensure that it is available on SIC section of SFI website. (Note: Nadine confirmed that contact list is on SFI website.)</p> <p>Informational Resources: SICs are struggling with how to identify local opinion leaders. Nadine noted the government advocacy aspect of this SIC core mission priority and that this would be discussed more in the SIC general session.</p> <p>Annual reporting: A question was raised about whether a consultant representing 5 clients counts as 5 participants or</p>	<p>01-Sep-10 West SIC</p> <p>02-Sep-10-West SIC</p> <p>03-Sep-10-West SIC</p> <p>04-Sep-10-West SIC</p> <p>05-Sep-10-West</p>

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	<p>one on the annual report. Action: SFI staff to confirm how to count multiple clients represented by a single consultant on annual reports. (Note: Amy confirmed they count as 1.)</p> <p>SFI program integrity: Participants expressed confusion over the distinction between SFI program participants and certified participants. There was also a question about fee structure for non-certified participants. Action: SFI staff will provide an explanation of differences between program participants and certified participants.</p> <p>Secondary Priorities: Training and education: It was noted that the SIC might fill this role if a delivery mechanism doesn't exist.</p> <p>Market outreach: Several SICs noted that they do advertising and agreed that it's easier to pay for an ad than to find volunteers to do outreach.</p> <p>Recruitment: Participants reviewed their recruiting efforts and targets. It was suggested that the growth in CoC certificate holders provide an opportunity for the SICs to get them engaged. Nadine noted SFI's outreach to tribal nations, which may be an area for coordination between SFI staff and SICs. Action: SFI staff to highlight tribal outreach activities at spring SIC regional meetings. Action: SIC chairs and coordinators to provide ideas for further outreach to tribes.</p> <p>Forest management statistics: Participants noted that the states are not providing the statistics that the SIC would find useful, especially lately because of budget cuts. FIA is not sufficient because it does not track data like BMPs, reforestation, etc. Without state statistics, SICs don't have performance metrics to point to. No specific solution was identified. Nadine noted the SFI-created chart showing certified acres by state and by certification program. It was suggested that this also be done for Canadian provinces. Action: Nadine will update certification-by-state/province chart, circulate to SICs, and upload to SFI SIC website.</p> <p>Research: It was noted that this function is primarily conducted by individual companies.</p>	<p>SIC</p> <p>06-Sep-10-West SIC</p> <p>07-Sep-10-West SIC 08-Sep-10-West SIC</p> <p>09-Sep-10-West SIC</p>
<p>2011 SIC Regional Work Plan</p>	<p>The discussion on the governance document covered both the "What" and "How", so minimal additional time was spent discussing the work plan.</p> <p>It was noted that more SFI hosted webinars would be helpful, specifically to help SICs and program participants accomplish required tasks and meet training requirements. A good recent example was the NCASI webinar on climate change. Participants suggested future webinars on credible ecosystem plans, FECVs. The webinars can be national since they will not delve into regional specific issues. Action: SFI staff will plan future webinars with input from SICs on topics.</p>	<p>10-Sep-10-West SIC</p>

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<p>Regional Specific Discussion Items</p>	<p>A participant informed the group about a problematic development for certification. FSC hired a consultant to do analyses of conversion in the Pacific Northwest. One specific geographic area was identified as being above the acceptable conversion threshold, and consequently fiber from that area is being rejected within the controlled wood supply for FSC. Several participants noted that SFI needs to address the conversion issue. Nadine noted that the emerging issues task force is discussing this issue, and the SICs expressed interest in hearing about developments. Action: SFI staff will share information on how emerging issues task force is addressing conversion.</p> <p>An ERP member who joined the meeting as an observer expressed interest in hearing how SICs identify emerging issues, like conversion, the lack of capacity of state forestry agencies to provide statistics, etc., and proposed this for an agenda item at SIC regional meetings/webinars next spring. Action: SFI staff will consider including an agenda item on emerging issues at the spring SIC regional meetings.</p>	<p>11-Sep-10-West SIC</p> <p>12-Sep-10-West SIC</p>