



10:40 a.m. – 11:00 a.m.	<p><b>IV. SFI Successes and Assets</b> (Kathy Abusow)  <i>Objective: Review key successes to date and discuss process staff employed to develop strategic direction for 2014-2018.</i></p> <p><i>Question(s) for discussion:</i></p> <ul style="list-style-type: none"> <li>• In which areas do you feel SFI has had greatest success?</li> <li>• What is your assessment of SFI resources?</li> <li>• What gaps do you see?</li> </ul>	N/A
11:00 a.m. – 12:20 p.m.	<p><b>V. Strategic Direction Discussion</b> (Larry Selzer and Will Novy-Hildesley)  <i>Objective: Discuss strategic direction.</i></p> <p><i>Question(s) for discussion:</i></p> <ul style="list-style-type: none"> <li>• How can we best answer three questions for SFI - <b>Who are you, What do you do &amp; Why does it matter?</b> - in compelling terms that position the organization to play a more powerful leadership role in defining a sustainable future for our forests at scale, given SFI's gateway to 240 million acres?</li> <li>• How can we best position the organization's agenda to ensure we spend the minimum amount of time, energy &amp; resources necessary to defending the Standard and the label versus leading the sector and 'taking the I in Initiative'?</li> <li>• What might the forestry community look to SFI to provide, <b>BESIDES</b> certification? How does (and how could) SFI provide the most value to this community beyond certification of acres?</li> </ul>	25 – 27
12:20 p.m. – 12:30 p.m.	<p><b>VI. Other Business, Written Updates and Roundtable</b>  <i>Objective: Discuss any additional questions from meeting participants regarding written updates.</i></p> <p><b>Written Update(s):</b></p> <ol style="list-style-type: none"> <li>a. Green Building update</li> <li>b. Key sustainability initiatives</li> <li>c. Bioenergy update</li> <li>d. Bird Conservation Update</li> <li>e. 2014 Meeting dates</li> </ol>	<p>28 – 29</p> <p>30 – 33</p> <p>34</p> <p>35</p> <p>See below</p>
12:30 p.m. – 1:30 p.m.	<p><b>VII. Working Luncheon with External Review Panel</b></p> <ol style="list-style-type: none"> <li>a. SFI Standard Revision Update</li> <li>b. SFI External Review Panel Member bios</li> </ol>	<p>36 – 37</p> <p>38 – 46</p>
1:30 p.m.	<b>Adjourn</b>	
<p><b>Remaining Board calls and Meetings in 2013</b></p> <p><b>2014 Board Calls and Meeting Dates</b></p>	<p>Thursday Dec 5: Conf. Call. 1:00 pm – 3:00 pm Eastern</p> <p>- February 11 – 1:00 pm to 3:00 pm eastern - B Conference Call</p> <p>- April 30 – 8:00 am to 4:00 pm eastern - F2F Mtg (Washington DC)</p> <p>- September 16 – 8:00 am to 12:30 pm - F2F Mtg (Montreal, QC)</p> <p>- September 16 – 18 - SFI Annual Conference, Montreal, Quebec</p> <p>- November 5 – 1:00 pm to 3:00 pm eastern - Conference Call</p>	



## **Antitrust and Confidentiality Reminder for SFI Inc. Board of Directors Meetings**

The SFI Board of Directors includes 18 members representing environmental, social and economic interests equally, including representatives of companies that may compete with each other and with other SFI Program Participants. Many SFI Program Participants may compete with other SFI Program Participants. Therefore, the antitrust laws apply to SFI board decisions and actions. It is SFI's policy to comply fully with the antitrust laws.

All proposed actions of the Board of Directors, including Committee recommendations to the Board, are reviewed by antitrust counsel before the Board acts. The agenda for today's Board meeting and the materials that have been circulated are approved by antitrust counsel. Antitrust risks can arise when the Board's discussions depart from the agenda.

If any Board member is concerned that a proposed Board action (or any SFI conduct) may unreasonably restrict competition among SFI Program Participants or their suppliers or customers, you are encouraged to discuss your concern with SFI's antitrust counsel.

SFI meetings and associated social events should not be occasions for discussion of business issues unrelated to SFI. Confidential and proprietary business information should not be discussed at SFI meetings. This means there should be no discussion of, or exchange of confidential information about:

- Individual company prices, price changes, discounts, allowances, credit terms, etc.;
- Individual company data on costs, production, capacity, inventories, sales, etc.;
- Industry pricing policies, price levels, or price changes;
- Changes in industry production, demand, capacity or inventories;
- Company bids on contracts for particular products, or company procedures for responding to bid invitations; or
- Any other competitively sensitive information.

If you believe the discussion during the meeting has crossed the line into prohibited territory, your responsibility is to bring this to the attention of the chair. SFI antitrust counsel will be present throughout the meeting. Please do not hesitate to raise such questions.

**Confidentiality.** Each Director shall maintain the confidentiality of all discussions and deliberations of the SFI Board of Directors, including agendas, minutes and materials presented at or distributed for meetings of the Board. Such information may be disclosed only as authorized by the Board, or by the President.

Privileged and Confidential  
Attorney-Client Communication  
11/28/07



MINUTES OF THE

Sustainable Forestry Initiative Inc.  
Board of Directors Conference Call

June 11, 2013

Submitted to Counsel 06/17/2013 ; Approved by Counsel 06/18/2013 ;  
Submitted to Board of Directors 06/20/2013 ; Approved by Board of Directors XX/XX/2013

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This document will serve as the record of the proceedings of the June 11, 2013 conference call of the Sustainable Forestry Initiative Inc. (SFI Inc.) Board of Directors.

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Prepared by SFI Inc. for the Board of Directors

9/3/2013

Confidentiality. Each Director shall maintain the confidentiality of all discussions and deliberations of the SFI Board of Directors, including agendas, minutes and materials presented at or distributed for meetings of the Board. Such information may be disclosed only as authorized by the Board, or by the President.

**Draft Minutes – June 11, 2013 SFI Inc. Board of Directors Conference Call**

<b>ACTION #</b>	<b>Action Item Description</b>	<b>Responsible</b>	<b>Deliver by:</b>
<b>#01-JUN-13-BOD</b>	<b>Board Membership.</b> Identify candidates for Nominating Committee consideration to fill the open social seat and the conservation seat.	Kathy Abusow	August 31, 2013
<b>#02-JUN-13-BOD</b>	<b>SFI Inc. Bylaws.</b> Update SFI Bylaws to reflect changes as amended: Insert the word "Compensation" in the first sentence of Article V.1.1. of the SFI Inc. Bylaws to state "The Audit and <u>Compensation</u> Committee...". Change the word "Executive" to be more specific.	Monique Hanis	June 30, 2013
<b>#03-JUN-13-BOD</b>	<b>ForestEthics Update.</b> SFI Inc. to provide recommendations/options for revising SFI's governance and voting structure, and any other aspects of our program that we could consider strengthening based on FTC senior level input to not only ensure clean compliance with the GreenGuides but to be a "model" standard.	Kathy Abusow Monique Hanis Mickey Raup	September 17, 2013
<b>#04-JUN-13-BOD</b>	<b>Green Building.</b> Nadine will investigate additional suggested outreach opportunities at the local level, i.e. National Association of Counties and USFS RC&D programs.	Nadine Block	July 31, 2013
<b>#05-JUN-13-BOD</b>	<b>Bioenergy Update.</b> Kathy will circulate the recent Chuck Leavell op-ed from <i>The Wall Street Journal</i> .	Kathy Abusow	June 21, 2013
<b>#06-JUN-13-BOD</b>	<b>Bioenergy Task Force.</b> Nadine to provide talking points regarding how SFI is addressing responsible forest management for bioenergy markets.	Nadine Block	August 31, 2013

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**PARTICIPANTS**

	<i>Board members</i>	<i>Organization</i>		<i>Resources Committee Members</i>	
1.	Larry Selzer (Chair)	President & CEO, The Conservation Fund	15.	Jimmy Bullock	Manager, Forest Resource Sustainability Resource Management Service, LLC
2.	Dick Brinker	Retired Professor Emeritus Auburn University	16.	Brian Kernohan	Manager, Environmental Affairs Hancock Timber Resource Group
3.	Skeet Burris	Family Forest Landowner	17.	Chris Smith	Manager Forest Industry and Government Relations, Western Boreal Program Ducks Unlimited Canada
4.	Dan Christensen	CEO, Hancock Natural Resource Group		<b><i>SFI Inc. Staff</i></b>	
5.	George Finney, PhD	President, Bird Studies Canada	18.	Kathy Abusow	President & CEO
6.	Tom Franklin	Senior Vice-President, Theodore Roosevelt Conservation Partnership	19.	Monique Hanis	Vice President, Marketing & Communications and COO
7.	John Hagan	President, Manomet Center for Conservation Sciences	20.	Mickey Raup	SFI Inc. Counsel Polsinelli PC
8.	Steve Koehn	Director/State Forester, Maryland Forest Service	21.	Nadine Block	Vice President, Government Affairs
9.	Bob Luoto	Representing independent professional loggers and American Loggers Council	22.	Amy Doty	Manager, Community Outreach
10.	Mark Rodgers, PhD	COO, Affiliates Services Habitat for Humanity Canada			
11.	Roger Sedjo	Senior Fellow, Resources for the Future			
12.	Greg Siekaniec	President and CEO, Ducks Unlimited Canada			
13.	Tat Smith	Professor, University of Toronto			
14.	Chief David Walkem	Chief of the Cooks Ferry Indian Band, Merritt, British Columbia			

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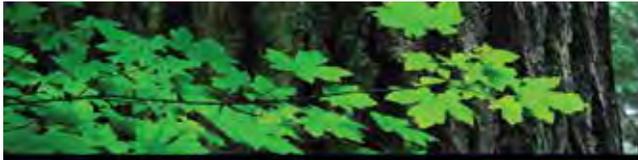
AGENDA ITEM	DISCUSSION	ACTION ITEM
Chairman’s Remarks	Chairman Larry Selzer welcomed participants and called meeting to order at 1:00 p.m. eastern time.	
Roll Call, Confidentiality and Antitrust Reminder, Meeting Minutes	<p>Monique Hanis provided a roll call. Mickey Raup provided an antitrust reminder. Larry Selzer invited two new Board members Greg Siekaniec and Mark Rodgers to introduce themselves and provide brief remarks.</p> <p>The meeting minutes from the April 2, 2013 meeting were approved without revision.</p>	
SFI Updates	<p>Kathy Abusow provided an update on recent SFI developments and activities, summarizing the written updates. Updates included:</p> <ul style="list-style-type: none"> <li>• Preview of SFI 2013 Progress Report reviewed by ERP;</li> <li>• Canadian Council for Aboriginal Business MOU announcement May 23;</li> <li>• Habitat for Humanity Canada Women’s Build, June 26;</li> <li>• 2013 Conservation and Community Grant Program grant recipients;</li> <li>• SFI Standard Review Process Launch, June 5; and</li> <li>• Annual Conference update (Sept. 17 – 19, San Antonio, TX).</li> </ul> <p>George Finney also provided an update on the upcoming BirdLife International World Congress, scheduled for June 19-22 in Ottawa, ON, and noted SFI’s sponsorship and Andrew de Vries’ participation during the event.</p>	
Board Membership and Administration	<p><i>Board Membership:</i> Kathy Abusow provided an overview of vacancies on the SFI Board of Directors. SFI Inc. is actively pursuing labo(u)r representatives to fill the open social sector seat. Tom Franklin noted a potential candidate for the environmental sector is Jon Haufler, President-Elect of The Wildlife Society Council. Haufler is with the Ecosystem Management Research Institute. National Association of Conservation Districts CEO John Larson continues to be a candidate to explore as well.</p> <p><b>ACTION:</b> Identify candidates for Nominating Committee consideration to fill the open social seat and the conservation seat.</p> <p><i>SFI Inc. Bylaws Update:</i> Hanis reviewed the proposed changes to the SFI Inc. Bylaws noting Audit and Compensation Committee roles, responsibilities and members including the Secretary-Treasurer.</p> <p><b>SFI Inc. Board of Directors Decision:</b> With changes to the Audit and Compensation Committee language following, the SFI Inc. Bylaws revisions were approved without objection. Bylaws will be updated to state: “1.1 Audit and Compensation Committee. The Audit and Compensation Committee shall be composed of the current Chairman, the Immediate Past Chairman and the Secretary-Treasurer of the Corporation. The Audit and Compensation Committee will assist the Board of Directors in fulfilling its fiduciary responsibilities to provide</p>	<p>#01-JUN-13-BOD</p> <p>#02-JUN-13-BOD</p>

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AGENDA ITEM	DISCUSSION	ACTION ITEM
	<p>oversight with respect to (a) the integrity of the Corporation’s financial statements and tax filings, (b) the Corporation’s system of internal controls, and (c) the engagement of the independent auditors. The Audit and Compensation Committee will also make recommendations to the Board regarding all areas of compensation and benefits for the Corporation’s President &amp; CEO.”</p> <p><b>ACTION:</b> Update SFI Bylaws to reflect changes as amended: Insert the word “Compensation” in the first sentence of Article V.1.1. of the SFI Inc. Bylaws to state “The Audit and <u>Compensation</u> Committee...”. Change the word “Executive” to be more specific.</p> <p><i>SFI Conservation and Community Partnerships Grant Selection Process Update:</i> Hanis reviewed the recommended grant selection process policy statement, noting Board member organizations will no longer be eligible to receive grant program funding as the lead organization on a project. Board member organizations will however be eligible to serve as a partner organization on a grant project.</p> <p><b>SFI Inc. Board of Directors Decision:</b> SFI Conservation and Community Partnerships Grant Selection Process Policy statement approved without objection.</p>	
<b>ForestEthics’ FTC Complaint</b>	<p>Kathy Abusow provided an overview of the most recent ForestEthics Federal Trade Commission (FTC) complaint. Kathy explained that SFI took quick action including proactively reaching out to FTC to schedule a meeting where SFI staff clarified that it is our interest to get feedback from FTC to be a model standard.</p> <p><b>ACTION:</b> SFI Inc. to provide recommendations/options for revising SFI’s governance and voting structure, and any other aspects of our program that we could consider strengthening based on FTC senior level input to not only ensure clean compliance with the GreenGuides but to be a “model” standard.</p>	<b>#03-JUN-13-BOD</b>
<b>Green Building Discussion</b>	<p>Kathy Abusow provided an overview of recent green building activities, including the June 5th continuing education unit (CEU) launch and efforts to leverage. Abusow also noted recent discussions with the American Institute of Architects (AIA) and additional outreach planned to AIA and USGBC.</p> <p>Nadine Block provided an update regarding recent green building legislative activities, as well as outreach to organizations representing elected officials like National Governors Association and regional Governor Associations, with a goal of gaining government support for LEED recognizing all forest certification standards</p> <p><b>ACTION:</b> Nadine will investigate additional suggested outreach opportunities at the local level, i.e. National Association of Counties and USFS RC&amp;D programs.</p>	<b>#04-JUN-13-BOD</b>

**Draft Minutes – June 11, 2013 SFI Inc. Board of Directors Conference Call**

AGENDA ITEM	DISCUSSION	ACTION ITEM
<b>Bioenergy Discussion</b>	<p>Brian Kernohan provided an update on recent bioenergy activities, including recent articles regarding European wood pellet procurement from the U.S.</p> <p><b>ACTION:</b> Kathy will circulate the recent Chuck Leavell op-ed from <i>The Wall Street Journal</i>.</p> <p><b>ACTION:</b> Nadine to provide talking points regarding how SFI is addressing responsible forest management for bioenergy markets.</p>	<p>#05-JUN-13-BOD</p> <p>#06-JUN-13-BOD</p>
<b>Other Business, Written Updates, Roundtable and Adjourn</b>	<p>Larry Selzer thanked attendees for their participation and noted the next SFI Board of Directors meeting is scheduled for September 17, 2013 from 8:00 am to 1:30 pm Central time, in conjunction with the SFI Annual Conference in San Antonio, TX. Selzer also encouraged Board attendance and participation throughout the SFI Annual Conference, scheduled for September 17-19 in San Antonio, TX.</p> <p>Meeting adjourned at 3:00 p.m.</p>	



### **Briefing Note: Nominations Committee Report to SFI Inc. Board – Sept. 3, 2013**

The Nominations Committee is recommending two candidates for board approval at the Sept. 17 meeting. These candidates were selected to fill two openings. More details biographies and statements of interest from these candidates follow on the next page.

First, to fill the **social seat** that Bill Street previously occupied, the Nominations Committee recommends:

- [Bob Matters, Chair of the Wood Council](#) of the **United Steelworkers Union** in Canada. Bob is focused on solid wood and green building issues and has already risen to the occasion when Kathy asked him to chime in on Canadian green building issues and says he will coordinate with partners in the U.S. to ensure we have strong presence on USGBC related issues. He was recommended by Bill Street as a good fit. Members of the Nominations Committee agree and support his candidacy. He has indicated he would have his colleague, [Mike Rose](#), of the affiliated International Woodworkers of America (IWA) and member of the Forest Products National Labor Management Committee, serve on the SFI Resources Committee.

**ACTION: Vote on Candidate Bob Matters for social seat.**

Second, to fill Tom Franklin's **environmental seat**, the Nominations Committee recommends:

- [Jonathan Haufler](#), in-coming President (Sept.) of [The Wildlife Society](#) and head of the Ecosystem Management Research Institute. Jonathon would complete the three-year SFI Board term by serving his first year as President of The Wildlife Society, his second year as Immediate Past President of The Wildlife Society and his third year in his professional capacity as Executive Director of the Ecosystem Management Research Institute.

**ACTION: Vote on Candidate Jonathan Haufler for environmental seat.**

*Prepared on behalf of the Nominations Committee by: Kathy Abusow, President and CEO, and Monique Hanis, COO.*

### **Biography: SFI Board Candidate Bob Matters**

Bob Matters is the Chair of the Steelworkers Wood Council of the United Steelworkers Union. His experience in the Forest Industry began in 1977 when he worked for Galloway Lumber in South Eastern British Columbia, where he became active in his Union, the International Woodworkers of America. Bob worked full-time for the Local from 1992, was elected President in 1994. In 2006, he was elected to the position of Chair of the Steelworkers Wood Council. He is responsible for the Forestry and Forest Products sector of the United Steelworkers Union with membership from British Columbia to Ontario. Bob was a member of the Merger Committee that created the merger of IWA Canada and the United Steelworkers Union. Along with being spokesperson for the BC Provincial Negotiating Committee, Bob is the Union co-chair of the I.W.A.- Forest Industry Pension Plan. He has also served on a number of Private and Public Boards.

### **Statement of Interest from Bob Matters:**

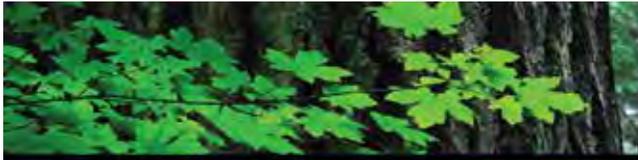
I am interested in working with SFI, and if nominated, would be pleased to serve on the Board as part of the Social Chamber component.

### **Biography: SFI Board Candidate Jonathan Haufler**

Jonathan Haufler is currently the Executive Director of the Ecosystem Management Research Institute, an independent non-profit institute that specializes in conducting large scale conservation planning especially using an ecosystem-based approach. He has held this position for the past 13 years. Prior to this position, he worked for 7½ years as the Manager of Wildlife and Ecology Programs for Boise Cascade Corporation and for 14 years as a Professor of Wildlife Ecology at Michigan State University (including time as an assistant professor, associate professor and full professor). He has a B.S. in wildlife management from the University of New Hampshire, an M.S. in wildlife management from Virginia Tech, and a Ph.D. in wildlife biology from Colorado State University. He has been active in The Wildlife Society and is currently president-elect of this Society.

### **Statement of Interest from Jonathan Haufler:**

Forest certification programs have been an integral component of the development and implementation of forest management that incorporates considerations of the diverse outputs that society expects from forest ecosystems. SFI is a leading certification program with strong engagement and support that has made substantial differences to forest management as well as public perceptions and support of forestry operations. I was involved in early discussions of SFI as it was developed in the 1990's, and have followed and supported its growth and evolution over the past 20 years. SFI has established a highly credible system for assuring sound and publicly supported forest management. It needs to continue to adapt and adjust as new information and new challenges emerge, with the SFI Board serving as a central group in providing direction to these changes. It would be an honor to provide input to this process and assist in maintaining the quality and integrity of the SFI program.



**Briefing Note: Proposed SFI Inc. Bylaws Changes Regarding Quorum and Voting Requirements – September 3, 2013**

**Background:** SFI Inc.'s bylaws have always required consensus, by requiring a quorum (currently 60%) and at least two representatives of each sector at board meetings, and by requiring a supermajority vote to approve a change in the SFI Standard. Last year, the Board adopted a change in the Bylaws to reduce the supermajority voting requirement from 80 percent to 66 percent, so that (if all directors attend and vote), no one sector can block a proposed change. Note that reducing the supermajority reduced the threshold to pass a proposal so that two sectors voting together could succeed in a vote. However, this bylaws change did not address the possibility that if less than all directors attend and vote, a single sector could block a proposed change.

In practice, SFI board meetings are well-attended by board members and matters typically come to a unanimous voice-vote. However, to eliminate the possibility of any one sector blocking action in a meeting with minimum quorum attendance, SFI staff and counsel recommend that the Board consider further amending the quorum and voting requirements of the Bylaws. The purpose of the change would be to ensure that whenever there is a quorum, no one particular sector of the Board can block a proposed change in the SFI Standard that is supported by the other sectors.

Staff researched a number of alternatives and determined that two proposals would result in the desired outcome:

**Option 1:** Increase the current board quorum requirement to include a minimum of four directors from each sector and reduce the voting requirement to a supermajority of 57 percent.

**Option 2:** Reduce the number of directors to 16, increase the number of sectors to four (adding a new category to the current three sectors), and reduce the voting requirement to a simple majority.

The chart on the next page summarizes the proposed changes and their intended effect.

After careful review and consideration, staff and counsel recommend **Option 1** as it is the simplest to implement with the fewest required changes.

*Prepared by: Monique Hanis, COO, and Mickey Raup, SFI outside counsel.*

**Proposed SFI Bylaws Quorum and Voting Options**

	<b>Current SFI Inc. Bylaws</b>	<b>Option 1: Increase quorum; reduce supermajority vote</b>	<b>Option 2: Four chambers; simple majority vote</b>
<b>Number of directors</b>	18	18	16
<b>Number of sectors</b>	3	3	4
<b>Quorum</b>	<p>"sixty percent (60%) of the Directors in office with a minimum of two attending from each Sector"</p> <p>Minimum: 11 director attend</p>	<p>"sixty-six percent (66%) of the Directors in office with a minimum of four attending from each Sector"</p> <p>Minimum: 12 directors attend</p>	<p>"sixty percent (60%) of the Directors in office with a minimum of two attending from each Sector"</p> <p>Minimum: 10 directors attend</p>
<b>Votes required to change SFI Standard</b>	<p>Supermajority vote: "a minimum of sixty-six percent (66%) of those present."</p> <p>Min. 8 votes to pass proposal when 11 attend</p>	<p>Supermajority of 57% or more of those present.</p> <p>Min. 8 votes to pass a proposal when 14 attend.</p>	<p>Simple majority (more than 50%)</p> <p>Min. 6 votes to pass a proposal when 10 attend.</p>
<b>Can one sector block a proposed change?</b>	<p>Yes, unless all directors attend and vote, one sector can block a proposed change if even one member from another sector does not attend and vote.</p>	<p>No, whenever there is a quorum, each sector is a minority and cannot block a change. Other sectors, acting together, could pass a change.</p>	<p>No, whenever there is a quorum, each sector is a minority and cannot block a change. Other sectors, acting together, could pass a change.</p>
<b>Voting Scenarios with full attendance from one sector and minimum from the other two.</b>	<p>Attendance of 6 from one sector, 3 from second and 2 from third results in total 11 attending that meets quorum. (60% of 18 requires min. 11 with at least 2 from each sector)</p> <p>To pass a proposal, 8 votes FOR (66% of 11) are needed. In this scenario, the sector with 6 attending can block any proposals put forth.</p>	<p>Attendance of 6 from one sector and 8 total from the other two (4 each) results in total attendance of 14 and exceeds quorum (66% of 18 is 12 with at least 4 from each sector).</p> <p>To pass a proposal, 8 votes FOR (57% of 14) are needed. In this scenario, no one sector (even if all 6 are present) can block two sectors voting together to support, even if they only have minimum 4 each present (total of 8).</p> <p>Note: A 66% majority vote requires 9 to pass a proposal and two sectors acting together with minimum attendance (8 total) could not clear a vote.</p>	<p>Attendance of 4 from one sector with 2 each from the other three sectors (2X3=6) for total attendance of 10 that meets quorum.</p> <p>To pass a proposal, 6 votes for simple majority are required. In this scenario, no one sector (even if all 4 directors are present) can block the other sectors voting together, even if they only have minimum 2 present in each.</p>



## Briefing Note: SFI Levels of Participation – September 3, 2013

### Background:

The Sustainable Forestry Initiative® (SFI) Inc. has two levels of participation, a “Program Participant” and a “Certified Program Participant.” Participation either as a “Program Participant” or a “Certified Program Participant” is open to any forest landowner, forest land manager, or forest products producer operating in the United States or Canada. Since forest certification was adopted by SFI® in 1999, the SFI program has always had these two levels of participation. The reason for two distinct levels of participation is to give any interested organization an opportunity to be a part of the SFI program. A non-certified “Program Participant” might join SFI to get a better understanding of the Standard, requirements and SFI Implementation Committees before moving forward with certification. A non-certified “Program Participant” pays SFI program fees the same as a “Certified Program Participant” would. A non-certified “Program Participant” cannot make any claims about their products being certified, and also cannot use the SFI off-product mark or on-product label. They can make a claim that they abide by the SFI standard.

### Recommendation for Changes to Levels of Participation:

In an effort to broaden participation in the SFI program and clarify the different levels of participation SFI offers, SFI Staff recommend creating 4 distinct levels. Levels were clarified for the Certified and Uncertified Program Participant, as well as the SFI Forest Partner. A level was also added for the SFI Supporter. Details regarding each level are below.

Certified Program Participant: **1.** A forest landowner, forest land manager, primary or secondary forest products producer operating in the United States or Canada who participates in the SFI program through a contractual agreement to abide by the SFI 2010-2014 Standard, and who has been certified by an accredited SFI certification body to be in conformance with the SFI 2010-2014 Standard. **2.** An organization that has been certified by an accredited SFI certification body to be in conformance with the SFI Chain-of Custody Standard and associated labels (Sections 3 and 4).

Uncertified Program Participant: A forest landowner, forest land manager, primary forest products producer operating in the United States or Canada who participates in the SFI program through a contractual agreement to abide by the SFI 2010-2014 Standard. Uncertified Program Participants cannot use the SFI off-product mark, nor the SFI on-product label or make claims their products are certified. Uncertified Program Participants have two years to transition to Certified Program Participant status. If the Uncertified Program Participant does not transition after two years, they can continue to support SFI through the SFI Supporter category.

SFI Supporter: This level of participation is intended for any uncertified landowner, uncertified manufacturer, association, conservation group, community group, buyer of forest products, and an individual that supports the principles and objectives of the SFI program. SFI Supporters have no intention of getting certified, or certification may not apply for their business, however, SFI Supporters can communicate they support the principles and objectives of the SFI program. SFI Supporters cannot use the SFI on-product label or make claims their products are certified.

SFI Forest Partner: SFI Forest Partners are market leaders who want to help meet their sustainability objectives by showing their support for SFI certification, and to give support to landowners and manufacturers to facilitate forest certification and the certified sourcing of forest products. SFI Forest Partners will work collectively with SFI Inc to make certification more efficient and accessible by providing resources for activities such as shared consulting expertise, group certification, audit coordination and other innovations.

### Changes to Website, *Section 13 – SFI Definitions* and Licensing Agreement:

If the changes to the levels of participation are approved, SFI Inc will revise the SFI Inc website, licensing agreement and *Section 13 - SFI Definitions*.

- The website will be amended to include a section on the various levels of participation with more information on each level. A mockup of the website will be provided during the September 17<sup>th</sup> meeting.

- Current Definitions in Section 13 of the SFI Program Requirements document will be changed to reflect the new definitions for the various levels of participation.
- Currently all "Program Participants" are required to execute a "Program Participation and License Agreement" with SFI Inc. This agreement states the requirements of each party and includes language stating how a "Program Participant" is allowed to communicate their participation and/or certification. It further states which logos and/or labels the "Program Participant" is allowed to use in conjunction with their participation. Agreements will be changed stating the requirements of a "Certified Program Participant," "Uncertified Program Participant" and "SFI Supporter." Specifically making it clear that an "Uncertified Program Participant" shall not make a claim of adherence, conformance or certification to the SFI 2010-2014 Standard, until such time that an SFI certification body certifies that "Participant" is in conformance with the *SFI 2010-2014 Standard*. Furthermore, an "Uncertified Program Participant" shall not use the name SFI or off-product mark on products, in advertisements that promote products, in sales brochures or in any in-store material.

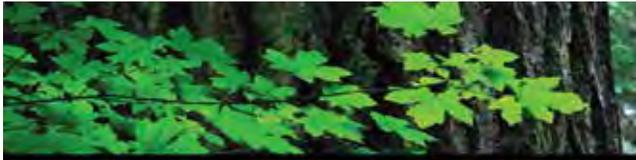
**Summary of Changes to Levels of Participation:**

- Change the current "Program Participant" name to "Uncertified Program Participant." This will make it clear these organizations are not certified to the SFI Standard.
- Add a new requirement to transition "Uncertified Program Participant" to a "Certified Program Participant" within two years. This ensures the category is truly used for those organizations that want to get a better understanding of the Standard, requirements and SFI Implementation Committees before moving forward with certification.
- Add a new category called "SFI Supporter" for any organization, association, company or individual that wants to publically be recognized as supporting the principles and objectives of the SFI program.
- Add a definition for SFI Forest Partner to recognize this existing program.
- Update SFI Inc. website, *Section 13 – SFI Definitions* and Licensing Agreement to reflect all approved changes.

**Action:**

Approve recommendation for new SFI Inc. levels of participation.

*Prepared by: Jason Metnick, VP Market Affairs, SFI Inc.*



**Briefing Note: Conservation and Community Partnerships Grant Selection Process Policy  
September 3, 2013**

**Background:**

During the SFI Board of Directors meeting on June 11, 2013, the Board approved an updated **SFI Conservation and Community Partnerships Grant Selection Process Policy** to avoid any real or perceived conflict of interest. Subsequently, several Directors communicated the new policy within their own organizations and were met with several questions regarding their inability to apply for a SFI conservation or community grant.

SFI staff has revised the policy to capture the intent of avoiding potential conflicts of interest while still allowing Board directors to apply for SFI funds. The new policy clarifies that:

- Economic chamber members cannot submit proposals for grants but are expected and encouraged to work with other organizations that do submit grants
- Conservation and social chamber members can submit grants
- Board members do not have decision making powers on grants.
- Board members are informed of the grant budget and outcomes for information purposes only.
- The Grant Management Committee (which is a subcommittee of the Board) is responsible for accountability of grant recipients and appropriate SFI staff administration of grants.
- No grant committee member can submit a proposal for a grant.
- If a grant committee member wishes to submit a grant proposal then they must step down from their responsibilities.

**Next Steps/Action:** Approve the revised "SFI Conservation and Community Partnerships Grant Program - Grant Selection Process."

*Prepared by: Andrew deVries, Vice President, Conservation & Indigenous Relations*

*Attachment: SFI Conservation and Community Partnerships Grant Program – Grant Selection Process.doc*

**SFI Conservation and Community Partnerships Grant Program**  
**Grant Selection Process**  
**Updated – September 3, 2013**

**Purpose**

This document describes the roles and responsibilities of the SFI Staff, SFI Board of Directors, and SFI Grant Management Committee during the grant selection process of the SFI Conservation and Community Partnerships Grant Program.

**Roles and Responsibilities**

- SFI Staff: Responsible for managing the overall grant program, which includes budget oversight; theme selection, in consultation with the SFI Grant Management Committee; the request for proposals (RFP) process; working with potential applicants; compiling, analyzing and summarizing all applications received; making final decisions of which applications to fund; advising all applicants on results; preparing and finalizing contracts; and conducting oversight, including regular progress review of funded projects; making payments to grantees per contract terms as key milestones are reached (or related to progress in some way).
  
- SFI Board of Directors:
  - The Board approves the total funds available for grant projects annually.
  - Board members do not have decision making powers on grants.
  - Board members are informed of the grant budget and outcomes for information purposes only.
  - Economic chamber board members cannot submit proposals for grants but are encouraged to work with other organizations that do submit grants.
  - Conservation and social chamber members can submit grants.
  - All organizations represented on the SFI Board of Directors are strictly prohibited from lobbying SFI staff or the SFI Grant Management Committee on the selection or administration of grants.
  - Further, board members are also held to a high standard of transparency via the following Conflict of Interest Statement in the [By-Laws of the SFI Inc. Board of Directors](#):

*Conflicts of Interest. Each Director shall promptly disclose to the Board any circumstance that may constitute a conflict of interest, including but not limited to circumstances in which the Director or an organization with which he or she is affiliated (1) publishes a forest certification standard; or (2) does business or seeks to do business with SFI (except as a program participant, certificate holder or label user). The Board may require that the Director take steps to resolve the conflict, including but not limited to recusing himself or herself from Board discussion and decision on matters related to the conflict, or terminating the affiliation that creates the conflict.*

- SFI Grant Management Committee: Made up of three current Board members, with no existing affiliation to existing funded grant projects. The SFI Grant Management Committee provides

direction to SFI Staff on specific themes to be highlighted in the RFP; advises staff on grant selections; meets quarterly to review progress reports from funded grant projects; and works with staff to ensure projects stay on budget and meet expected outcomes.

- The Grant Management Committee (which is a subcommittee of the Board) is responsible for accountability of grant recipients and appropriate SFI staff administration of grants.
- **No grant committee member can submit a proposal for a grant.**
- **If a grant committee member wishes to submit a grant proposal then they must step down from their responsibilities.**
- In the case of large, non-corporate organizations such as Universities, Governments, or similar organizations, the prohibitions apply only to those departments directly represented by a member of the SFI Board, not the university or other institution as a whole.

#### Grant Selection Process

Activity	Responsible Entity
Approves total funds for annual grant program budget approved	SFI Board of Directors
Determines project themes and revises RFP	SFI Staff, SFI Grant Management Committee
Opens RFP process and accepts applications	SFI Staff
Closes RFP process, reviews and summarizes all applications against criteria	SFI Staff
Reviews and recommends applications and final funding to SFI Grant Management Committee	SFI Staff
SFI Grant Management Committee reviews and provides feedback and advice on final recommendations to SFI Staff.	SFI Grant Management Committee, SFI Staff
SFI Grant Management Committee and Board informed of final funding decisions	SFI Staff
Applicants informed of final decisions	SFI Staff
Contracts prepared and signed by applicants and SFI	SFI Staff
On-going monitoring of funded projects	SFI Staff, oversight by SFI Grant Management Committee



**Briefing Note: SFI 2014 Workplan  
September 3, 2013**

Every year the SFI Board of Directors reviews the SFI workplan for the upcoming year. Attached is the draft workplan for 2014. We continue to focus on conservation, community, the SFI Standard, and market acceptance as strong pillars of our work. We have streamlined and reframed this for 2014 to highlight our core priorities and what SFI's work will achieve. This workplan also offers preliminary ideas on metrics to allow us to measure success.

We look forward to your feedback at the Board meeting not only on the workplan priorities and action items, but also on helping to identify appropriate metrics. Based on this feedback, we will refine the workplan in the coming months.

*Attachment:*

- *Draft SFI 2014 Workplan*

## **DRAFT SFI 2014 WORKPLAN**

September 3, 2013

### **Core Priorities**

- 1. Strengthen SFI's conservation and community impact and credentials**
- 2. Demonstrate SFI as the proof point for responsible forestry**
- 3. Grow SFI's position in the marketplace**

#### **Strengthen SFI's conservation and community impact and credentials**

We recognize that diverse voices and perspectives play an essential role in defining a sustainable future for our forests. SFI has been partnering with conservation and community organizations since our inception. The research requirements of our standard have resulted in significant advancements in conservation knowledge. The conservation and community partnerships grant program has yielded an investment of \$4.8 million, counting partner contributions. With 240 million acres as our gateway, SFI is committed to making sustainable forest management a reality on the ground and to educating the next generation to make sure we have thriving, working forests into the future. We will position SFI to explore emerging issues and marketplace drivers that will drive forest management into the future.

#### **Demonstrate SFI as the proof point for responsible forestry**

SFI's Standard identifies the critical elements of responsible forestry – protecting water, enhancing wildlife habitat, replanting trees, and other important aspects. Our program makes it real and meaningful for those practicing forestry on the ground and translates it for those who want to support responsible forestry further up in the supply chain. Our work in 2014 will focus on “continual improvement” and providing a robust and transparent process for refining and improving our standard. We will continue to grow and implement the Forest Partners program, which will help increase SFI certification across the entire forest supply chain, from landowners to brand owners.

#### **Grow SFI's position in the marketplace**

Working from SFI's position as a recognized and credible leader in responsible forestry, we will build our position in the marketplace, where private and public sector leaders and consortia recognize and include SFI in policies. We will continue to engage with influencers in the corporate and government arena to ensure our program participants have the tools they need to advance our collective goals. We will accomplish this by building on and leveraging our strengths and our support to increase our impact in the marketplace.

## **STRENGTHEN SFI'S CONSERVATION AND COMMUNITY IMPACT AND CREDENTIALS**

### **1A) CONSERVATION: Enhance conservation benefits on the ground by scaling up involvement of SFI Program Participants**

- Build and enhance the grants program to further our knowledge about forest conservation
- Scale up conservation knowledge from local or regional work to the SFI forest land base
- Support and facilitate research to strengthen the SFI program – through conservation grants, requirements in our standard, and other avenues.
- Strengthen relationships with conservation community to support the SFI Standard
- Raise awareness of the SFI Program's contributions in advancing responsible fiber procurement for bioenergy applications, including through the project with TNC and through engaging European stakeholders.
- Explore SFI's role in the climate change arena through our standard requirements, conservation grants, and carbon markets.
- Broaden outreach to foundations to support the SFI standard, or at least minimize negative campaigns.

**Metrics: Conservation grant projects; dollars leveraged through partners, conservation groups making positive public statements about SFI**  
*Other ideas?*

### **1B) COMMUNITIES AND GRASSROOTS: Align the SFI program as a means to promote vibrant forest communities and healthy forest markets and to facilitate the link between healthy forests and strong communities.**

- Elevate the role of SFI and healthy communities with Aboriginal and Tribal leaders through initiatives with programs such as CCAB (Canadian Council for Aboriginal Business), Intertribal Timber Council (ITC) and others.
- Engage the logging community to provide more value out of SFI logger training programs.
- Demonstrate SFI as a means to recreational and outdoor opportunities to the outdoor enthusiast community.
- Promote SFI's unique SIC network to expand awareness and implementation of SFI program.
- Empower SFI Implementation Committees to lead grassroots efforts in fostering local community projects, reaching out to government leaders, sharing best practices, and helping create future leaders.
- Engage forestry universities in the role SFI plays to the future of our forests.
- Deepen relationships with community-based programs such as Habitat for Humanity, Boy and Girl Scouts of America, 4H, and Scouts Canada.
- Elevate SFI's fiber sourcing program as a community benefit.

**Metrics: impact of projects, increased media clips from local efforts, PPs engaged in CCAB, Aboriginal/tribal acres under SFI certification; # of loggers trained.**

***Other ideas?***

## **DEMONSTRATE SFI AS THE PROOF POINT FOR RESPONSIBLE FORESTRY**

### **2A) PROOF POINT: Solidify the SFI 2015-2019 Program Requirements as a proof point for responsible forestry**

- Communicate how the SFI Program Requirements continue to make a positive contribution to conservation, social and economic objectives related to future forests
- Demonstrate the SFI Program Requirements review as an open and transparent process through workshops, public comment periods, and balanced & engaged task forces.
- Engage the External Review Panel as an independent point of reference for the SFI 2015-2019 Program Requirements review process.
- Launch the new 2015-2019 SFI Program Requirements as the standard for responsible forestry
- Maintain and promote PEFC endorsement for forest management objectives in the global marketplace
- Investigate PEFC endorsement for SFI's chain of custody standard to align international objectives
- Seek ANSI Standard Development Organization accreditation for increased credibility in government and customer markets
- Investigate ANSI accreditation of SFI label using new ANSI Ecologo Accreditation program
- Serve as a source of statistics on certified forests through our annual reporting; use annual reporting to demonstrate SFI's leadership role.

**Metrics: Increased range/breadth of stakeholders engaged in standard revision process; Continued PEFC endorsement**

***Other ideas?***

### **2B) ADOPTION— Increase SFI certification across the entire forest supply-chain from forestlands to mills and manufacturers to brand owners**

- Pursue growth opportunities in landowner segments such as small woodlot owners in Canada, U.S. federal and state lands, aboriginal/tribal lands, and minority land-owners.

- Aggressively promote benefits of Forest Partners Program to encourage medium, private landowners and mills to certify to the SFI standard.
- Track and report sustainability and procurement policies of brand owners that include SFI in their purchasing policy.
- Absorb/merge with CSA
- Align strategically with ATFS to leverage growth and co-promotion opportunities.

**Metrics: Increased # of acres certified, # of certificate holders, annual label approvals**  
***Other ideas?***

## GROW SFI'S POSITION IN THE MARKETPLACE

### **3A) RECOGNITION: Secure marketplace and government recognition of the SFI program**

- Outreach to Fortune 500 companies to ensure SFI is recognized in wood, paper and/or packaging purchasing policies and in their sustainability policies.
- Ensure broad recognition of the SFI program by government agencies in the U.S., Canada, and globally, and leverage the government agencies that do recognize SFI to influence other agencies.
- Influence government policy (related to forest management, procurement of forest products, etc.) to positively impact future forests and healthy markets.
- Engage customer sustainability initiatives such as GreenBlue, The Sustainability Consortium, The Consumer Goods Forum, Sustainable Purchasing Leadership Council, the World Business Council for Sustainable Development, and WWF's Global Forest and Trade Network, to ensure SFI (or PEFC-endorsed standards like SFI) is recognized in their tool, guides and policies.
- Outreach to financial community that reports on and influences the sustainability market: Dow Jones Sustainability Indices; Sustainable Investments Institute; SASB; Calvert Funds (See more at <http://www.djindexes.com/sustainability/> ; <http://www.siinstitute.org/aboutus.html>)
- Engage and support green building rating systems that recognize SFI in their codes, standards or rating tools. This includes IgCC, Green Globes, National Green Building Standard, Built Green Canada, and other tools.
- Demonstrate the value of SFI to other green building rating systems that do not currently recognize SFI in their program. This may include USGBC or regional programs like Built Green Washington.
- Outreach to the American Institute of Architects to demonstrate the value of the SFI program for the future of our forests.
- Outreach to the builder community via groups like NAHB to educate and engage on value of SFI.
- Engage PEFC to ensure global recognition with key international customers.
- Encourage SFI Implementation Committee support by empowering them to influence local government and green building influencers.

**Metrics: Increase in procurement policies (corporate, government, consortia) that recognize all certification programs vs. recognizing only a single standard**  
*Other ideas?*

**3B) PROMOTION: Improve image of SFI in the marketplace by gaining positive media and promotional coverage and by driving the conversation about the future of our forests**

- Send the right signals at the right time to the appropriate audiences about the important SFI programs, the standard revision, policy issues and events.
- Create consistent drumbeat in media on range of topics to lead and drive conversations about the future of our forests and to drown out/marginalize negative, tired campaigner messages.
- Inspire and arm stakeholders to carry the positive messages about SFI in their sales and marketing efforts by supplying appropriate materials, training and coordination.
- Leverage SFI presence at key targeted industry trade shows to promote awareness and credibility of SFI program to critical market segments.
- Create and distribute impactful marketing materials to promote SFI program and elements like conservation, Forest Partners Program, SIC's.
- Produce annual conference to reinforce SFI loyalty among stakeholders and increase supportive communities.
- Promote the SFI label to consumers and consumer groups to increase awareness and understanding of what it conveys.
- Engage consumers via social media channels and select advertising to learn more about SFI and ultimately recognize, ask for the label (year 1 push to consumer microsite, year 2 engage in petition to U.S. brand owners, year 3 educate consumers to ask for the label).
- Expand "It Starts at Home" campaign – get SFI networks to be ambassadors to help achieve collective goals.

**Metrics: Increased awareness and favorable perception of SFI among stakeholders and market targets.**  
*Other ideas?*



**Briefing Note: Strategic Direction Discussion  
September 3, 2013**

A portion of the Board meeting will be dedicated to reviewing SFI's successes and assets and thinking about how we can best leverage those assets and build on them for SFI's future direction.

Kathy Abusow will kick off this discussion with highlights of SFI successes to date, including certified acres, forest research, fiber sourcing, logger training, the conservation and community partnerships grant program, Forest Partners, and other key areas.

Based on that understanding, SFI Board Chair Larry Selzer and Consultant Will Novy-Hildesley will facilitate a strategic direction discussion. Will Novy-Hildesley is the founder and CEO of Quicksilver Foundry, an organization dedicated to successfully aligning organizations behind a focused mission. Prior to establishing Quicksilver Foundry, Will was a program officer at the David and Lucile Packard Foundation and a campaign director at World Wildlife Fund International.

The attached "Strategic Direction" document builds on initial discussions with SFI staff and is designed to be provocative and jumpstart a lively discussion.

*Attachment:*

- *Strategic Direction document*

## SFI - Strategic Direction

**Who are you?**

**What do you do?**

**Why does it matter [to me]?**

Great organizations deliver on clarity of purpose. And that same clarity informs, inspires and infiltrates everything they do. Clear answers to these three questions inform a fourth - Who does SFI aspire to be in the future? What's our strategic direction?

Since the launch of SFI in 1994, 240 million acres of forest have been certified to the SFI forest management standard. In the process of reaching that scale, we've built a significant set of core assets: a credible label, a core community of support, a board drawn from leaders in the environmental, social and economic sectors, a staff engaged in substantive working relationships across an extremely broad network of forest players; and a hard-earned, fully developed understanding of what it takes to deliver to 'The Standard'.

Certification is certainly the principal tool by which we have delivered impact to date, but what should also be readily apparent is that without a powerful network of relationships, and a close and constant eye focused toward credibility, this tool wouldn't be positioned to deliver.

In the years we have spent balancing progress and pragmatism, this proof point and our network of relationships lie at the heart of our credibility. They are the core assets we have built that afford us a platform to now extend our agenda - towards helping the broader forest community continue to explore, innovate and define a sustainable future for our forests, using our growing network and all those acres as a 'reality lab' to pressure test new potential pathways.

We are going to see tremendous, rapid and game-changing innovation in forestry, and forest products during the next decade. We believe certification can play a key role in the future of forests, and that providing a credible label will remain our core value proposition. But we've also come to see that being defined by a tool rather than by a more compelling direction or purpose limits our options for leadership, engagement and innovation.

We recognize that many different voices and perspectives will play an essential role in defining that sustainable future for our forests. And we know that hard work and hard conversations remain essential to making that future viable. But that's our job. To resolve, together, to take the next step forwards in sustainable forest management.

To make those aspirations for sustainability real, starting with those certified acres.

SFI is therefore uniquely positioned to play a leadership role in engaging and convening those with the resolve and readiness to pursue sustainable forest management and an innovative future for forests. We can use the reality-tested 'lab' of all those acres and those diverse voices to pursue and explore the practical leading edge in Forestry. And in doing so, we believe we can build a richer and more enthused community.

With the muscle we have built combining for pragmatism and the successful resolution of diverse interests, we believe we can gradually extend our credibility beyond certification to engage, convene and build a constituency committed to real progress at scale.

As we consider SFI's strategic direction for the next decade, we believe these reflections prompt three key questions for Board discussion:

1. How can we best answer three questions for SFI - ***Who are you, What do you do & Why does it matter?*** - in compelling terms that position the organization to play a more powerful leadership role in defining a sustainable future for our forests at scale, given SFI's gateway to 240 million acres?
2. How can we best position the organization's agenda to ensure we spend the minimum amount of time, energy & resources necessary to defending the Standard and the label versus leading the sector and 'taking the I in Initiative'?
3. What might the forestry community look to SFI to provide, BESIDES certification? How does (and how could) SFI provide the most value to this community beyond certification of acres?



## Written Update - USGBC LEED Next Steps – September 3, 2013

### Overview:

The US Green Building Council's (USGBC) Leadership in Environment and Energy Design (LEED) rating system is the most widely used and recognized green building rating system. LEED awards points for sustainable building design and energy efficiency, including a point for using certified wood. The certified wood point can be obtained explicitly only through the use of FSC-certified wood. This exclusion of SFI and other credible standards sets a harmful precedent in the marketplace and influences builders' selection of products.

### USGBC Milestones:

SFI has been engaged in the LEED issue since LEED first emerged over a decade ago. The following highlights USGBC actions since 2005:

- 2005 – Holds wood summit in D.C. with SFI, CSA, FSC and PEFC (positive)
- 2006 – USGBC Board asked for review of the wood certification credit (positive)
- 2007 – Hired Yale University for initial research to set benchmarks to assess forest certification standards (negative, clear bias towards FSC)
- 2008 – Released 1<sup>st</sup> set of benchmarks to assess forest certification programs (negative)
- 2009 – Released 2<sup>nd</sup> draft of benchmarks to assess forest certification programs (negative)
- 2010 (Feb) – Released 3<sup>rd</sup> draft of benchmarks to assess forest certification programs (negative)
- 2010 (June) – Released 4<sup>th</sup> draft of benchmarks to assess forest certification programs (negative)
- 2010 (Nov) – Released final set of benchmarks. Only members that opted in earlier were eligible to vote
- 2010 (Dec) – Announced that benchmarks failed to receive needed 2/3 approval. SFI voted against the benchmarks, as USGBC did not reveal how or when certification standards would be assessed and because benchmarks were unreasonable and biased. FSC voted against as they perceived an opening for SFI.
- 2011 (Jan) – Released 1<sup>st</sup> draft of LEED v4 (initially called LEED 2012) (negative)
- 2011 (June) – Released pilot credit on certified products (initially positive, as it recognized SFI, but credit was rescinded in 2012)
- 2011 (Aug) – Released 2<sup>nd</sup> draft of LEED v4 (negative)
- 2012 (March) – Released 3<sup>rd</sup> draft of LEED v4. Forest certification credit said "FSC or better" (negative)
- 2012 (May) – Released 4<sup>th</sup> draft of LEED v4. Forest certification credit reverted to "FSC or USGBC-approved equivalent" (negative)
- 2012 (Dec) – Released 5<sup>th</sup> draft of LEED v4 (negative)
- 2013 (March) – Released 6<sup>th</sup> draft of LEED v4 (negative)
- 2013 (June) – Membership vote on LEED v4 (SFI voted no)
- 2013 (July) – USGBC announces approval of LEED v4 by membership

The approved version of LEED v4 says, "New wood products must be Forest Stewardship Council (FSC) certified or USGBC-approved equivalent".

### USGBC Next Steps:

Kathy Abusow spoke with Brendan Owens of USGBC on August 28<sup>th</sup>. During this call Brendan told Kathy USGBC does not plan to create a process or define criteria of "USGBC approved-equivalent" before the end of the year. He thinks the earliest they will get to this is by 1<sup>st</sup> or 2<sup>nd</sup> quarter of 2014. Because SFI Inc is in the middle of our SFI standard revision process, this is the time to understand the criteria of what is a "USGBC approved-equivalent" standard. Understanding this will help inform SFI on aspects of our standard that would need to be altered in order for SFI to gain recognition within LEED. Kathy Abusow has a follow up meeting in person with Scot Horst and Brendan Owens September 26<sup>th</sup>. During this meeting we will continue to push USGBC to define process and criteria in the 1<sup>st</sup> quarter of 2014.

### SFI Strategies:

SFI became a member of USGBC several years ago, in order to influence USGBC from within. As a member, SFI has provided input on every comment period, with essentially the same core message: the LEED rating system should recognize all forest certification standards. SFI staff have engaged USGBC staff, committees (e.g., the Materials and

Resources Technical Advisory Group), and Board of Directors, in order to influence LEED, but with no success. SFI Board Members have also engaged USGBC Board of Directors, also with no success.

### Government Action

SFI and partners (SFI Program Participants, State Foresters, state forestry associations, ATFS, and others) have reached out to elected government officials, with the core message that LEED has made positive contributions to green building design, but has failed on its treatment of wood and forest certification standards. Our efforts have achieved several successes at the federal and state level. Governors of four states (Maine, Georgia, Alabama, Mississippi) have signed executive orders or legislation that prohibit the use of a green rating system that does not give equal credit to SFI, FSC, and ATFS. Several other states have taken indirect action on LEED. And Congress has signaled concerns over LEED with close to 100 Members of Congress sending letters to the USGBC or to federal agencies regarding their use of LEED. All government actions are available on SFI's LEED [Key Voices webpage](#).

### Outreach to Architects and American Institute of Architects

SFI is aware the American Institute of Architects (AIA) has never endorsed USGBC, and thus there could be an opportunity to influence USGBC through the architectural community directly.

- SFI sponsored a Continuing Education Unit (CEU) in [GreenSource Magazine](#) in January 2012, which has gotten over 25,000 views.
- SFI sponsored another CEU in Architectural Record in June 2013, timed to coincide with the American Institute of Architects annual conference. As of July 12, 2013 over 21,000 people have viewed the article and 516 have taken the test.
- SFI started to engage AIA directly through the Vice President of AIA's Board of Directors. This individual has offered to assist SFI in moving the USGBC process forward to benefit all certification standards.

### Outreach to State Green Building Chapters

SFI is aware of local Green Building Councils stating to get frustrated with state Executive Orders. As such SFI is working with SFI Implementation Committees to reach out to state chapters of USGBC about our concerns and to encourage them to weigh in with USGBC.

- We've already started in states like Alabama, where the Chair of the local USGBC chapter wants SFI included in the LEED rating tools. The AL SIC is hosting a webinar with the local chapter to walk through these issues.
- We will also try to get leadership of the AL Green Building Council to influence Green Building Councils in other states to voice concern with USGBC.

### **What's Working Well:**

Direct actions blocking the use of LEED (Governor executive orders, state legislation) are generating attention. Therefore, SFI's strategy is to continue to raise awareness through political channels, including organizations that represent elected officials (such as National and regional Governors Associations), and to generate media attention to these political actions.

This has also gotten the attention of local architects where LEED has essentially been blocked from use in their states. The concern by a few influential architects is if the LEED bills continue to be a success, LEED will eventually go way in the South, where there is not much FSC certified wood. Influential architects are willing to assist SFI in resolving the issue with USGBC.

### **Next Steps:**

1. SFI will stay the course with government pressure.
2. SFI will reach out to a few key companies about the AIA outreach, and the impact the government pressure is having on the architectural community.
3. SFI will continue discussions with USGBC to influence the process for determining "USGBC-approved equivalent" in order to provide a means for SFI to be recognized.
4. SFI will continue to engage AIA directly through the Vice President of AIA's Board of Directors. We will also try to determine more coordination between SFI and AIA such as meetings with AIA's senior leadership, informative webinars, or speaking slots at AIA's national conference.

*Prepared by: Jason Metnick, VP Market Affairs, and Nadine Block, VP Government Affairs, SFI Inc.*



## Written Update: Key Sustainability Initiatives – September 3, 2013

### Background:

Over the last few years many different groups and initiatives have emerged to track and influence sustainability work. The groups have formed either through customers, environmental organizations, governments or industry. Below is a summary of the five major groups SFI is tracking and trying to influence either directly through SFI staff involvement or indirectly through program participants.

#### 1. Consumer Goods Forum: [www.theconsumergoodsforum.com/sustainability.aspx](http://www.theconsumergoodsforum.com/sustainability.aspx) - Paulette Frank from J&J is Chair of Forest Work Group

Snap shot - This is positive as the CGF guides recognize PEFC endorsed standards and the focus is on high-risk countries.

The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of over 400 retailers, manufacturers, service providers and other stakeholders across 70 countries. In November 2010, the Consumer Goods Forum Board approved a resolution on deforestation:

*"As the Board of the Consumer Goods Forum we pledge to mobilise resources within our respective businesses to help achieve zero net deforestation by 2020. We will develop specific, time bound, and cost effective action plans for the different challenges in sourcing commodities like palm oil, soy, beef, paper and board in a sustainable fashion."*

A subgroup of CGF was formed to support this resolution looking specifically at the pulp, paper, and packaging industry, and creating guidelines to support the zero net deforestation goal. The subgroup is chaired by Paulette Frank of Johnson and Johnson with support from Skip Krasny of Kimberly-Clark and Dale Kavalew of Procter and Gamble. Others, like Bruce McIntyre of PricewaterhouseCoopers and James Griffith of WBCSD, have been used as consultants.

In June 2013 CGF released their Pulp, Paper, and Packaging guidelines - [http://www.theconsumergoodsforum.com/PDF/Pulp Paper and Packaging Guidelines June 21.pdf](http://www.theconsumergoodsforum.com/PDF/Pulp_Paper_and_Packaging_Guidelines_June_21.pdf)

The guidelines focus on risk from countries where deforestation is high. As such, the guidelines recommend customers take a three-pronged approach:

- Develop sourcing policies that avoid controversial sources of pulp, paper and packaging contributing to deforestation.
- Verify supply from high priority countries has low risk of controversial sources contributing to deforestation.
- Disclose company policies, goals and progress to avoid controversial sources of pulp, paper and packaging contributing to deforestation in their individual supply chains.

In countries where there is a high risk of deforestation, CGF members are encouraged to verify legality & low risk of controversial sources either through FSC or a national forest standard endorsed by PEFC.

Next steps - now that the CGF has released their guidelines, SFI will monitor future activities. SFI will also promote CGF guidelines where appropriate.

## 2. GreenBlue: [www.greenblue.org/activities/forest-products](http://www.greenblue.org/activities/forest-products) - Nina Goodrich is Executive Director of GreenBlue

Snap shot - The guides are positive since they call out SFI as a credible forest certification standard. The economic study is still in development.

GreenBlue is a nonprofit that equips business with the science and resources to make products more sustainable. GreenBlue currently works in three program areas: chemicals, packaging, and forest products, as well as working one-on-one with companies through GreenBlue Advisory Services. In 2009, GreenBlue acquired Metafore, and retained some of the same staff. GreenBlue conducts their forest related work through the Forest Products Working Group (FPWG). The FPWG consists of eight founding members:

- Avery Dennison Corporation
- Avon Products, Inc.
- Bank of America
- Catalyst Paper
- Domtar
- HAVI Global Solutions
- Sappi Fine Paper North America
- Staples

In April 2013, GreenBlue's FPWG released their "Guidelines for Sustainable Paper Products" - [http://gb.assets.s3.amazonaws.com/files/forestProducts/FPWG\\_Guidelines.pdf](http://gb.assets.s3.amazonaws.com/files/forestProducts/FPWG_Guidelines.pdf). The Guidelines are intended to address barriers by providing a widely shared definition of a "sustainable paper product," one that shapes and sustains mutual objectives and specific actions that will support environmental quality throughout the paper supply chain. The guides do call out forest certification in the following quotes:

*"Forest certification, a third-party evaluation system, is designed to encourage sourcing from responsibly managed forests. Forest certification organizations, such as the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI) set robust, verifiable standards for sustainable forestry."*

*"Certification makes responsible sourcing possible, providing assurance to consumers and supply chain partners that virgin fiber has been sustainably sourced and directly supports responsible forestry."*

The FPWG is also working on a project called the "Value of Forest Certification." This work will be conducted by a subgroup of the FPWG. The goal of this project is to help the marketplace better understand the benefits of forest certification and how to take action towards making more certified forest fiber available. The FPWG will accomplish this by:

- Communicate value of certification, i.e. which standards are valid, determine how components of the primary standards meet their objectives, challenges and roadblocks, and what actions companies can take to make more certified fiber available.
- Research and report on economics of forest certification to illustrate the real costs and benefits of certification across the value chain – forest owners, manufacturers, printers, brand owners, and end users.
- Recommend improved business models, best practices, pilot projects to increase certified forest area.

Next steps - The work of this group is underway, and SFI staff, as well as SFI program participants, are tracking this project. SFI staff will coordinate with SFI program participants to encourage GreenBlue to include SFI fiber sourcing as well as SFI's Forest Partners Program in any economic analysis looking at responsibly sourced wood fiber.

**3. Sustainable Purchasing Leadership Council: [www.purchasingcouncil.org](http://www.purchasingcouncil.org) – Jason Pearson is Executive Director and Yalmaz Siddiqui is co-chair.**

Snap shot – This is a group we will need to track to ensure SFI is represented. Early stages of development are occurring now. SFI has concern because of who this group is headed by and chaired by. SPLC also wants to be the rating tool for all purchasers, similar to what USGBC is for builders.

The Sustainable Purchasing Leadership Council (SPLC) formally launched in July 2013. SPLC aims to level the playing field by bringing together best practices, defining green products and recognizing organizations that have taken big strides to source sustainably. The SPLC plans to provide training, give guidance on products and services, develop a community of purchasers from all sectors and create a rating system for purchasing programs. Following along with the impact that LEED has had on green building, the SPLC plans to both raise the bar on what it means to purchase sustainably and also recognize the best of the best.

Over the next year the SPLC will finalize its definition and principles of sustainable purchasing, guidance and training on impact assessment methods, as well as guidance on high priority products and services. Two years from now, the council expects to have refined action planning guidance and tools, additional product guidance and a pilot version of its rating system.

One type of guidance will be on how to compare and contrast the economic, social and environmental impacts of products and services.

The Chair of this group is Yalmaz Siddiqui of Office Depot and Anastasia O'Rourke of DEKRA. Jason Pearson is Executive Director of the SPLC. Jason use to be President and CEO of GreenBlue and also headed up the consultant group TRUTHStudio.

Next steps – SFI will reach out to Jason Pearson to get an idea if there is an opportunity for SFI to engage. SFI will also reach out to other allies who are engaged with SPLC.

**4. The Sustainability Consortium: [www.sustainabilityconsortium.org](http://www.sustainabilityconsortium.org) – Nicole Hardiman is key contact at TSC.**

Snap shot - All current KPIs recognize SFI through PEFC. Will need to continue to follow as The Sustainability Consortium is aggressive in improving the KPIs with indicators forest certification does not address.

The Sustainability Consortium (TSC) is an organization of diverse global participants that work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability. TSC develops Key Performance Indicators (KPI) for a variety of products. Product groups are divided up into nine categories:

- Clothing, Footwear & Textiles
- Electronics
- Food, Beverage & Agriculture
- General Merchandise Committee
- Home & Personal Care
- Measurement Science
- Paper, Pulp & Forestry
- Retail
- Toys

The key category SFI has been engaged in is the Paper, Pulp and Forestry. Drew Mathias from Georgia-Pacific is the chair of the group. Other organizations that participate include: 3M, Forest Products Association of Canada, FSC US, Kimberly-Clark Corporation, McDonald's, Procter & Gamble Co, Seventh Generation, The Walt Disney Company, Walmart and WWF.

To date, the Pulp, Paper and Forestry group has issued KPIs on six products including; copy paper, facial tissue, greeting cards, paper towels, toilet tissue and lumber products. Two other products being considered include composite lumber and sticky notes.

The final KPIs all recognize FSC and PEFC endorsed standards like SFI. The major issue is TSC keeps updating previous KPIs with added requirements. FSC and WWF push TSC with updates that will differentiate between FSC and SFI, whereas GP and SFI keep encouraging TSC to maintain the language as is.

Next steps – SFI will continue to participate in the Paper, Pulp and Forestry work group and submit comments on their various product KPIs when necessary.

5. **World Business Council on Sustainable Development:** [www.wbcSD.org/work-program/sector-projects/sustainable-forest-products-industry.aspx](http://www.wbcSD.org/work-program/sector-projects/sustainable-forest-products-industry.aspx) - James Griffiths is Managing Director of WBCSD

Snap shot – The draft leadership statement recognizes the all forest certification standards.

The World Business Council on Sustainable Development (WBCSD) has a Forest Solutions Group (FSG) that is made up of core members such as IP, Weyerhaeuser, and MWV, as well as customers like SC Johnson, P&G and Unilever.

The FSG is developing a WBCSD leadership statement on forest certification. As part of the discussions around that statement, WBCSD invited the heads of SFI, PEFC, and FSC to speak at their meeting in Montreux, Switzerland in April 2013. The key elements of the draft statement are below:

*"Forest certification is a voluntary, market-focused mechanism, which can help incentivize improvements in on-the-ground performance by linking fiber and product flows from the forests to national and international markets.*

*The WBCSD's Forest Solutions Group (FSG) acknowledges the assurance of management performance and fiber flows provided by independent forest certification and associated chain-of-custody systems, including leading existing frameworks provided by the Forest Stewardship Council® (FSC), the Programme for the Endorsement of Forest Certification (PEFC) and the Sustainable Forestry Initiative® (SFI)."*

With this leadership statement, the FSG intends to emphasize the benefits and values that independent third-party certification can provide as a voluntary, market-focused mechanism, aiming at incentivizing improvements in on-the-ground performance by linking fiber and product flows from the forests to national and international markets.

It also highlights the existing limitations to certification and points to the need for on-going improvements and innovations to broaden coverage and increase the availability of independently certified fiber. Finally, it outlines the role that the FSG companies – collectively and as individual enterprises – will play in supporting achievement of this outcome and seeks the support of other stakeholders with similar ambitions.

Next steps - FSG next meeting is November 4<sup>th</sup> in Istanbul, Turkey. Kathy Abusow has been invited and plans to attend.

*Prepared by: Jason Metnick, VP Market Affairs, SFI Inc.*



## Written Update: SFI Messaging on Bioenergy and Carbon September 3, 2013

### Background

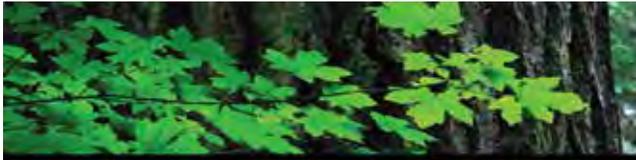
There has been increased attention from media about the use of forest biomass for energy applications and the environmental implications of this market. SFI wants to be prepared to address the challenges and take advantage of the opportunities in the bioenergy arena. SFI has engaged in the bioenergy discussion for several years, focusing our messages on the fact that the SFI Standard promotes responsible forest management regardless of end product, and that because forest certification addresses all aspects of forest management, it is a key tool to ensure that the harvesting of fiber to produce energy is done without negative environmental consequences.

### Updated Messages

Based on input from the Board, Resources Committee, and Bioenergy and Climate Change Task Group, SFI staff has updated our bioenergy and carbon messages. The following is the updated set of messages. We anticipate that we will update these messages periodically as warranted. We welcome your input on these messages.

- Bioenergy markets provide new market opportunities that may incent private landowners to keep forests as forests. However, it is imperative that appropriate measures are in place to maintain healthy, thriving forests.
  - SFI requirements apply regardless of the final product produced from a forest, whether for building materials, paper, or bioenergy feedstock.
  - Through SFI's focus on continual improvement, SFI's standard revision process provides a vehicle to continue to address emerging issues in the bioenergy and climate arena.
- The SFI Standard's requirements for land management and the procurement of fiber are essential to conserving environmental factors such as water quality, soil productivity, and biodiversity as forest owners meet the growing global demand for bioenergy.
  - Through the SFI program's unique and proactive fiber sourcing requirements, all SFI program participants – whether they own lands or buy fiber from non-certified lands – must take measures to ensure that the raw material in their supply chain is from responsible, legal sources.
- SFI recognizes that the considerations of using wood for energy are complex and may involve impacts both to our forests and on our climate. Proper greenhouse gas accounting associated with using wood for energy must consider type of feedstock, type of energy produced, and forest management over time. Sustainably managed forests make a valuable contribution to low carbon, renewable energy. SFI encourages users of wood for energy to conduct scientific greenhouse gas analysis to reliably deliver climate benefits.

*Prepared by: Nadine Block*



**Written Update: 2013 An Important Summer for Bird Conservation  
September 3, 2013**

**Background:**

SFI has gradually built important relationships with the bird conservation community. These relationships have been built by having leaders in the bird conservation community as board members (past board member George Fenwick [American Bird Conservancy], and current board members George Finney [Bird Studies Canada], Greg Siekaniec [Ducks Unlimited Canada]) as well as through the grants program which has had important grants with at least 6 bird conservation groups in both Canada and the US. The grants have been used for activities such improving decision making for wetlands and road construction, mapping important bird habitat and providing tools for foresters to make well-informed decisions on maintaining or enhancing bird habitat in working forests.

SFI Staff continued to enhance these relationships during the summer of 2013 by sponsoring two important international bird events.

In June our partners at [Bird Studies Canada](#), led by George Finney, helped co-host with Nature Canada and BirdLife International the Birdlife World Congress with conservation leaders from over 120 countries. The event, "[Partnerships for Nature & People](#)" showcased leading work from around the globe on bird conservation- including work on maintaining the integrity of flyways, the importance of community science, and connecting youth to nature. SFI sponsored a workshop on the importance of community science with over 50 participants from around the Globe.

In August Partners in Flight (PIF), hosted by our partner [American Bird Conservancy](#), held their 5<sup>th</sup> International Meeting ([PIF V](#)). While BirdLife draws participants from around the globe to share conservation practices, PIF focuses on the shared birds of North, Central, South America and the Caribbean. As early as 1966 it was recognized that conservation for migratory birds- such as Kirtland's Warbler, Cerulean Warbler, Canada Warbler- is a shared responsibility of countries in the western hemisphere; Partners In Flight continues to work on this theme.

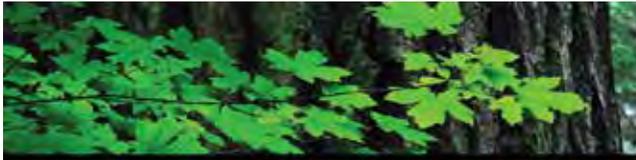
Tools highlighted at these important conferences such as Cornell Laboratories and Audubon's [e-Bird](#) or the work of the [Migratory Connectivity Project](#), help move conservation science forward.

At both conferences SFI was joined as a sponsor by others within our network including Ducks Unlimited Canada, Plum Creek and Weyerhaeuser. At both conferences SFI sponsorship helped highlight the importance forest certification in maintaining wildlife habitat and helped position SFI as a leader in wildlife conservation. Ultimately the work of the scientists and managers at the BirdLife World Congress and PIF V help SFI Program Participants better understand how to manage birds in their forest lands, as well as the conservation challenges that face these birds elsewhere.

**Next Steps/Action:**

The bird community tends to be pragmatic in its approach to wildlife conservation and has broad outreach in the conservation community at large as well as with the general public. SFI Staff recommend that SFI Inc., continue to maintain, and wherever possible, enhance its positioning within this community, through grants, sponsorships and involvement in the Board or External Review Panel.

*Prepared by: Andrew deVries, Vice President, Conservation & Indigenous Relations*



## Briefing Note: SFI 2015-2019 Program Requirements Update September 3, 2013

**Background:** The first public comment period for the SFI 2015-2019 SFI Program Requirements revision concluded on August 6<sup>th</sup>. Our outreach to more than 10,000 stakeholders resulted in a very strong response with comments representing a range of diverse interests including leading conservation groups like the American Bird Conservancy, World Wildlife Fund, Natural Resources Defense Council and Ducks Unlimited Canada; customers like McDonald's; logger groups; state foresters; paper, wood and packaging companies; regional, state and provincial land management agencies; and consulting and auditing firms.

**Status:** During the week of August 26<sup>th</sup> the five Standard Revision Task Groups (Forest Management; Fiber Sourcing and Conversion; Chain of Custody and Certified Sourcing; BioEnergy and Climate and Small Lands) had their initial "kick-off" calls. During the months of September and October 2013, the Standards Revision Task Groups will continue their review of comments submitted during the public comment period. The first Standards Workshop will be conducted at the Annual Conference.

### **Public Comments Received:**

The majority of comments were received via our online survey tool. SFI staff did receive comments via email and these comments were added to those received online. Identities of commenters have been kept confidential. Also included in the comments submissions are learnings from past SFI Inc. funded conservations grants.

Below are some of the themes addressed by comments submitted during the first public comment period:

- Forest Management (Objective 1-7 and 14 -20):
  - Biodiversity –
    - § SFI requirements addressing biodiversity at the stand level and landscape level.
    - § Forests with Exceptional Forest Value and how they address landscape level biodiversity.
    - § SFI requirements related to protection of riparian areas and wetlands.
  - Conversion –
    - § SFI requirements and how they address conversion of forestlands to other uses.
    - § SFI requirements and how they demonstrate that fiber sourced from the conversion of forest lands is fiber that is sourced legally.
- Fiber Sourcing (Objectives 8-13):
  - Adequacy of the SFI Fiber Sourcing Requirements -
    - § Some commenters do not see a need for any revision.
    - § Others commenters would like to see changes made:
      - additional requirements could be included in the fiber sourcing requirements to enhance acceptance of fiber sourcing in the market place – particularly in the EU
      - additional requirements could be included in the fiber sourcing requirements focused on increasing the amount of certified fiber available - e.g. more "shalls" regarding BMP conformance, maintenance of biodiversity, requirements for reforestation.

- § Several comments received on the need to demonstrate (and communicate) the legality of fiber sourced via a company's fiber procurement program. Also, fiber sourcing requirements could effectively demonstrate avoidance of controversial sources – particularly for customers in the EU market. Comments received on this point were for "off-shore" fiber sourcing *as well* as for American and Canadian sourcing.
- SFI Chain of Custody:
  - Comments were received regarding the endorsement of the SFI Chain of Custody (CoC) Standard by PEFC International.

**Next Steps:** A first draft of Sections 2, 3 and 4 of the new SFI 2015-2019 Program Requirements will be prepared by the Task Groups, reviewed by the Steering Committee and presented to the Resources Committee in time for their October 23 meeting. Using feedback from the Resources Committee a draft of the first version of the SFI 2015-2019 Program Requirements (Section 2, 3 and 4) will be presented to the SFI Inc. Board of Directors for their initial review in late November. This draft is intended for discussion during the December 5<sup>th</sup> Board call.

*Prepared by: Gregor Macintosh, SFI Senior Director - Standards*



**Robin Morgan**  
Panel Chair  
USDA Forest Service

**Jeremy Bauer**  
URS Corporation

**Jim Brown**  
Jim Brown Consulting Forestry

**Bryan Burhans**  
American Chestnut Foundation

**Linda Casey**  
Alabama Forestry Commission

**Katherine “Katie” Fernholz**  
Dovetail Partners

**Jonathan W. Gasset**  
Kentucky Dept of Game & Fish

**Bill Hubbard**  
Cooperative Extension Service

**Valerie Luzadis**  
SUNY College of Environmental  
Science and Forestry

**Brian Murphy**  
Quality Deer Management  
Association

**Terry Quinney**  
Ontario Federation of Anglers  
and Hunters

**Hal Salwasser**  
Oregon State University

**Bob Tomlinson, Vice-Chair**  
Minnesota DNR

**Lena Tucker, Vice Chair**  
Oregon DOF & SAF

**Scot Williamson**  
Wildlife Management Institute

Mailing Address:  
**Neil Sampson**  
Executive Secretary  
5209 York Road  
Alexandria, VA 22310  
neil@visionforestry.com

The SFI External Review Panel is an independent panel of experts that provides diverse perspectives and expertise to the Sustainable Forestry Initiative® (SFI®) program while contributing to quality assurance and continuous improvement. Panel members make sure SFI public documents, including the annual progress report and data, are objective and credible; facilitate public input into the program; and identify emerging issues and opportunities.

The volunteer External Review Panel is made up of 15 external experts. Its membership maintains a balance of technical skills and organizational experience, with four to six members from each of the following categories — environmental/conservation groups, professional/academic groups, and public agencies (local, state, provincial, tribal or federal governments).

The panel, which has advised the SFI program since 1995, became an independent organization in 1997 with its own charter. A membership committee representing the different categories proposes a slate of candidates from individuals nominated by organizations, agencies, SFI program participants and individuals. Nominees are selected for their individual expertise and experience and, if elected, are eligible to serve for two three-year terms.

SFI Inc. may name one program participant as its liaison to the panel. This individual has no voting rights, and is not subject to panel term limits and election processes.

The External Review Panel provides an ongoing, independent, quality-oriented review of the SFI program and advises the SFI Inc. Board of Directors on appropriate changes to help the program achieve its mission. It also ensures the SFI Inc. annual progress report and the data in it are objective, meaningful, credible, and fairly state the status of program implementation.

The Panel ensures that the development and revision of the SFI Standard embodies an open, fair and inclusive process that addresses the ideas forwarded through comments submitted.

Brief biographies of the current Panel members are attached.

Updated July 1, 2013

## **Jeremy Bauer**

Principal Scientist  
URS Corporation  
La Jolla, CA  
Joined Panel 2013

Jeremy is a principal scientist with URS Corporation where he manages projects and programs associated with storm water management including watershed planning studies, BMP research, and data analysis. Previously, Jeremy spent 8 years with the US EPA's Office of Water where he was tasked with working closely with state foresters, forestry associations, the Forest Service, the BLM, and others to study the environmental impacts and benefits of forest management and existing best management practices for protecting the environment and managing resources sustainably.



## **Jim Brown**

Jim Brown Consulting Forestry, LLC  
Salem, Oregon  
Joined Panel 2013 (formerly served 1998-2002)

Jim Brown served for two years as Oregon's Natural Resource Policy Director for the administration of Governor Kulongoski. Prior to this he was Oregon State Forester for 17 years. In this position he represented the Board of Forestry in carrying out its policies affecting private, state, and federal forests in the state, and served as administrator for the Oregon Department of Forestry. Brown served as secretary to the Board of Forestry; as western representative, treasurer, vice president and president of the National Association of State Foresters; and as a member of the National Commission on Science for Sustainable Forestry.



## **Bryan Burhans**

President and CEO

The American Chestnut Foundation (TACF)

Asheville, North Carolina

Joined Panel 2011

Bryan has worked as a Wildlife Biologist for both the Florida Fish and Wildlife Conservation Commission and the Virginia Department of Game and Inland Fisheries. Prior to joining TACF he served as Director of Land Management Programs for the National Wild Turkey Federation. Bryan holds an Associate of Science degree in Wildlife Technology from The Pennsylvania State University DuBois Campus, a Bachelor of Science degree in Wildlife Science from The Pennsylvania State University and a Master's of Science degree in Wildlife and Fisheries Biology from Frostburg State University in Maryland. He is a Certified Wildlife Biologist with The Wildlife Society (TWS) and currently chairs the Forest Wildlife committee for the Southeast Section of TWS.



## **Linda Casey**

State Forester

Montgomery, Alabama

Joined panel 2008

Linda's career in forestry spans three decades with extensive experience in both industry and government. As Alabama's State Forester since 2007, she directs the agency in protecting the forests of Alabama, providing professional technical assistance to landowners, and educating citizens of the importance of forests in our environment. While leading her team of more than 260 professionals, she is continually striving to improve the effectiveness of services delivered to forest landowners.

Ms. Casey retired from International Paper in 2006 with more than 34 years of service. In her last position, she was Manager of Fiber Supply, overseeing procurement operations for eight paper mills in New York, Virginia, North and South Carolina, and Georgia.

She currently serves on numerous state and national boards/committees including the National Association of State Foresters Forest Resources Management Committee and the American Forest Foundation's Woodlands Committee. Linda is a Licensed Forester in both Alabama and Mississippi.



**Kathryn (Katie) Fernholz**

Executive Director, Dovetail Partners  
Minneapolis, Minnesota  
Joined panel 2013

Katie is a forester who has worked on development and forest management issues in a range of roles. With a consulting firm, she was a member of the environmental services department where her work included natural resource inventories, comprehensive planning, environmental impact assessments and the use of Geographic Information Systems (GIS). While working for the Community Forestry Resource Center, Kathryn developed and managed a group certification project for family forests and worked to increase local capacity to provide forest management and marketing services compatible with certification standards. She is also an experienced forest certification lead auditor and has served as Chair of the Minnesota Society of American Foresters and member of the Minnesota Forest Resources Council, the Advisory Board for the Blandin Foundation's Vital Forests/Vital Communities Initiative, the Minnesota DNR's Stewardship Committee, and the Forests for the Future Committee.



**Jon Gassett**

Commissioner  
Kentucky Department of Fish and Wildlife Resources  
Frankfort, Kentucky  
Joined panel 2008

He supervises the activities, functions, and employees of the Department, working with a current budget of \$54.5 million and a staff of 450 permanent full time employees, 40 contract employees, and 150 interim employees. Prior to assuming the Commissioner's role in 2005, he was Wildlife Division Director and Big Game Coordinator for the Department. He also operates a small business that develops wildlife management plans, conservation easements, and real estate plans with landowners and corporate partners that wish to conserve wildlife resources and wild places. He serves as an Adjunct Assistant Professor in the School of Forestry at the University of Kentucky, the Department of Forestry and Natural Resources at Clemson University, and the Department of Biological Sciences at Eastern Kentucky University.



**Dr. William G. (Bill) Hubbard**  
Southern Regional Extension  
Forester  
USDA Extension Service  
Joined panel 2012



Bill Hubbard has served as the Southern Regional Forester for the Extension Service since 1993. This is a liaison to 13 1862 University Land Grant University Extension Directors, ANR Program Leaders, Extension Natural Resource Specialists, Forestry School Deans and Directors and the Southern Region of the Forest Service. He previously held several teaching, research and Extension positions at the University of Florida in Gainesville.

He is currently a member of the National Urban and Community Forestry Advisory Council. He chairs the Outreach and Education Committee of the American Forest Foundation, where he also serves on the National Operating Committee for the American Forest Foundation.

**Valerie Luzadis**

Professor  
Department of Forest and Natural Resources  
Management  
State University of New York College of  
Environmental Science and Forestry (SUNY  
ESF)  
Syracuse, NY  
Joined panel 2011.



She serves as Assistant Provost for Assessment and Academic Initiatives and is currently Interim Chair of the Department of Environmental Studies. Prior to joining SUNY-ESF in 1994, she held a variety of positions, including Cooperative Extension Agent in Schenectady County, NY, Research Associate with the Commission on the Adirondacks in the Twenty-First Century, and Director of Communications and Education with the Empire State Forest Products Association in Albany, NY. She serves as associate editor for the Journal of Forestry and the International Journal of Ecological Economics & Statistics. She is a founding member of the U.S. Society for Ecological Economics and has served on its Board of Directors and Executive Board. Valerie also serves as a Commissioner and Executive Committee Member of the New York State Biodiversity Research Institute, appointed by the NYS Governor.

**Robin Morgan (Chair)**

Deputy Director, Recreation, Heritage and Volunteer Resources  
National Forest System  
USDA Forest Service  
Washington DC  
Joined panel 2008

Prior to moving to DC, she was the Assistant Director for Forest Management in the Northeastern Area for seven years, with responsibility to lead, plan, direct, implement, coordinate and evaluate results of programs in cooperative forest management, resource utilization, and management improvement for 20 states in the Northeast. Prior to assuming this position, she was the State and Private Forestry Programs Manager for the International Institute of Tropical Forestry in Rio Piedres, Puerto Rico, an Urban and Community Forestry Program Specialist with the Southern Region in Atlanta, an Urban Forester for Sarasota County, Florida, and an Open Space Planner in Springfield, Oregon.



**Brian P. Murphy**

Chief Executive Officer  
Quality Deer Management Association  
Bogart, Georgia  
Joined panel 2011

Brian is the Chief Executive Officer of the nonprofit Quality Deer Management Association (QDMA), a position he has held since 1997.

During Brian’s tenure with QDMA, membership has grown from 3,400 to 50,000 in all 50 states, Canada and several countries. Brian holds a B.S. in Range and Wildlife Management from Texas Tech University and an M.S. in Wildlife Resources from the University of Georgia. He worked previously as a Wildlife Research Coordinator for the University of Georgia and a Deer Biologist for the Australian government. Brian also is a prolific writer and speaker, having conducted over 600 lectures on deer biology and management and published nearly 120 popular and scientific articles and book chapters.



## **Terry Quinney**

Provincial Manager, Fish and Wildlife Services Department  
Ontario Federation of Anglers and Hunters (OFAH).  
Peterborough, Ontario  
Joined Panel 2013

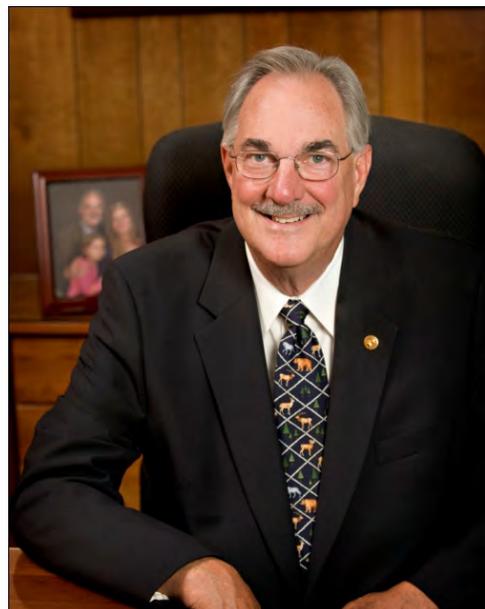
OFAH is Canada's largest and oldest nongovernment fish and wildlife conservation organization, with 85,000 due-paying members, and a head office staff of 80. The OFAH seeks to assist in optimizing benefits from the shared resources on Ontario's Crown lands and waters. They review (on a 10-year cycle) the Forest Management Plans associated with more than 35 Sustainable Forest Licenses on Crown forests in Ontario. The OFAH was a party to Class Environmental Assessment for Timber Management on Crown lands in Ontario during the 1990s, and in the mid-1990s, assisted with the development of the Canadian Standards Association (CSA) Sustainable Forest Management Standard. Quinney currently serves as co-chair of the Lake Ontario Atlantic Salmon Restoration Steering Committee and has served on many such committees in the past.



## **Hal Salwasser**

Professor of Forest Ecosystems and Society  
Oregon State University  
Corvallis, Oregon  
Joined Panel 2012

Since 2011, he has been Director of the High Lonesome Institute, a private mixed-use, working-lands conservation research and education institution in western Colorado. From July 2000 to July 2012 Dr. Salwasser was Dean, College of Forestry and Director of the Oregon Forest Research Laboratory and served as Executive Dean of the Earth Systems Sciences Division at Oregon State University. Prior to joining OSU, he held numerous positions with the US Forest Service starting as Regional Wildlife Ecologist in California in 1979 and culminating as Regional Forester in the Northern Rockies and Research Station Director in California in the 1990s. He was the first Boone and Crockett Professor of Wildlife Conservation at The University of Montana from 1992-1995.



## **Robert Tomlinson**

Assistant Commissioner  
MN DNR Natural Resources Dept.  
St. Paul, Minnesota  
Joined panel 2011

Bob worked in the DNR forestry division in a variety of field and staff positions for more than 32 years. He served as the deputy director for forestry for 14 years and during that time was a board member of both the MN Forest Resources Partnership and the MN Logger Education Program. In 2011 he moved into the newly created position of Land Asset Manager for the department. His current responsibilities include portfolio management of more than 6 million acres of state lands. Throughout his career Bob has been a member of the Society of American Foresters and has been active in the National Woodland Owners Association, Minnesota Forestry Association, Minnesota Deer Hunters Association, Pheasants Forever, and Ducks Unlimited. He holds a Bachelor of Science Degree in Forest Resources from the University of Minnesota.



## **Lena Tucker**

Deputy Division Chief for Private Forests  
Oregon Department of Forestry (ODF)  
Salem, Oregon  
Joined panel 2011

She has held several positions in the Department since 1994. In her current position, Lena oversees daily operations of programs that enforce forest practice regulations and best management practices, coordinate assistance to forest landowners, forest research and monitoring, forest health survey work controlling insect and disease damage on private lands, tree seed research and the Urban Forestry Program. An active member of the Society of American Foresters since college, Lena has served as State Chair for the Oregon State SAF. She served on the Resources Committee of SFI from 2006 to 2010 in support of SFI, Inc. Director and Chair Marvin Brown. During that time, she has been active in the 2010-2014 Standard review process, SFI European promotions, the 2006 procurement pilot project, and the SFI Interpretations Committee.



## **Scot Williamson**

Vice President, Wildlife Management Institute  
Cabot, Vermont  
Joined Panel 2013

Scot has been with WMI since 1994 and has assisted Northeastern states and conservation groups on a number of wildlife and land management initiatives. Restoration of young forest habitats has been a key focus since 2005 through the creative coordination of the American Woodcock Initiative, the New England Cottontail Rangewide Initiative and the Young Forest Initiative. Partnerships around this work have been awarded the Secretary of Interior's Cooperative Conservation Award (2009), the Sustainable Forestry Initiative Conservation Leadership Award for Biodiversity Research, and the USFS/NRCS Two Chiefs Award. Scot also coordinates the Northeast Regional Conservation Needs grant program and the Northeast Wildlife Damage Management and Research Cooperative. Prior to WMI, Scot was Big Game Director for Texas Parks and Wildlife Department and White-tailed Deer Project Leader for NH Fish and Game.



## **Neil Sampson (Executive Secretary)**

President, Vision Forestry  
Alexandria, Virginia  
Member of the Panel 1995-2004  
Executive Secretary since 1996

At Vision Forestry, LLC, he and partner Larry Walton operate a consulting firm that manages sustainably-managed forests for a variety of public and private clients in Maryland, Delaware, and Virginia. They have worked extensively with certification through the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI) on behalf of their clients. Neil is a career conservationist with prior service in the Soil Conservation Service (now Natural Resources Conservation Service), the National Association of Conservation Districts, and the American Forestry Association (now American Forests). In 2001, he was the F.K. Weyerhaeuser Visiting Fellow at the Yale School, involved in research and teaching on public policy as it relates to private forest management and sustainable forestry. He is currently on the Internal Technical Team that provides advice and counsel to the Environmental Protection Agency as it develops a carbon accounting framework for the use of biogenic feedstock sources in energy production. In his role as Executive Secretary of the External Review Panel, he provides staff support to help facilitate the independent operation of the Panel.

