



LINKING **FUTURE** **FORESTS TO** **COMMUNITIES**

2016 SFI® ANNUAL CONFERENCE PROGRAM



SEPTEMBER 27-29, 2016
CLEARWATER BEACH, FLORIDA

Florida's Blackwater River and Tate's Hell State Forests, covering 413,000 acres, now certified to the SFI Forest Management Standard.

Photo: Tate's Hell State Forest, Florida Forest Service



WELCOME TO THE 2016 SFI ANNUAL CONFERENCE

THANK YOU FOR JOINING US IN FLORIDA.

You and your fellow conference participants include a cross-section of individuals and organizations that rely on and value forests — representing conservation and community groups, universities, landowners and land managers, forest product and paper companies, state and public agencies, and Indigenous groups.

You will have many opportunities to engage with this diverse group of people throughout this year's conference: "Linking Future Forests to Communities." Our theme means many things to many people, but at its most fundamental level, it's about recognizing the critical role forests play in our shared quality of life. Forests clean the air we breathe, purify the water we drink, provide habitat for myriad species and help support the economy of countless rural communities.

This conference will give you a first-hand look at the SFI community's commitment to our shared quality of life as we help link forests to communities.

**Forests certified to the SFI
Forest Management Standard
cover more than**

**280 MILLION
ACRES**

**113 MILLION
HECTARES**

**With millions more forested
acres benefiting from the SFI
Fiber Sourcing Standard**

This commitment is embodied in our conference agenda. We will hear about engaging partners on landscape-scale conservation, understanding the potential of measuring conservation impact, empowering communities to build the future forest, linking forestry to the next generation, exploring opportunities for certified forest products in green buildings, and understanding the role of managed forests in the carbon marketplace. These are just a sampling of the ideas up for discussion.



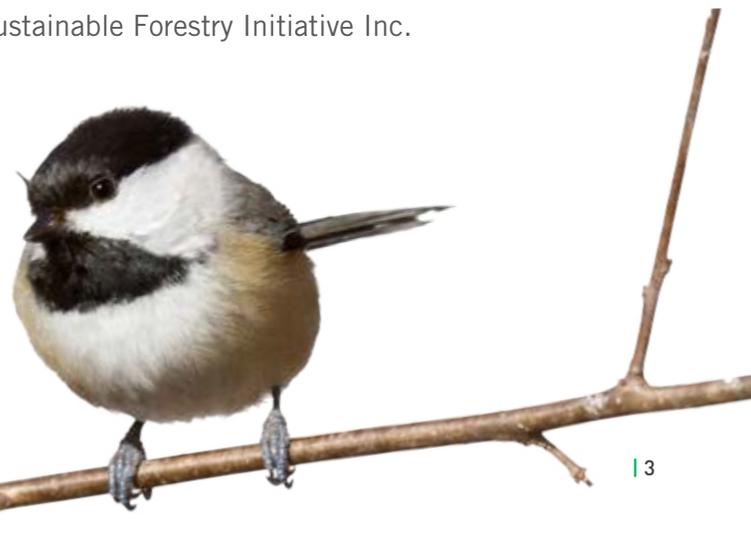
Here in Florida, The Florida Forest Service and other community partners are working to strengthen the links between communities and forests. The Florida Forest Service certified two of its largest forests to the SFI Forest Management Standard in 2015. Jim Karels, Florida State Forester and conference speaker, called it a "win-win" for the environment and Florida's forest-based economy. These newly certified lands will also contribute to the SFI Forest Partners® Program goal of increasing the supply of forestland certified to the SFI Standard in the U.S. South by 10 million acres/4 million hectares by the end of 2017.

I look forward to connecting with you at the conference. Thank you for being part of the SFI community. Together our diversity is a source of strength that benefits the forests we all love.

I would also like to thank our sponsors for their generous support, which makes this event possible.

A handwritten signature in black ink that reads "K. Abusow". The signature is written in a cursive, flowing style.

Kathy Abusow
President and CEO
Sustainable Forestry Initiative Inc.



IN MEMORIAM

We Will Always Remember You, Rob Olszewski

On April 19, 2016, so many of us were deeply saddened when we learned of the loss of our close friend and wonderful colleague, Rob Olszewski. We remember Rob for his passion for forests, his great big smile and his even bigger heart.

At SFI, we are fortunate to be able to call Rob a founder and a builder. SFI would not be the success it is today without Rob's tireless dedication and vision. His direct involvement can be seen in the evolution of the SFI Standard – from the very beginning, more than 20 years ago, through the most recent SFI 2015-2019 Standard where he chaired the SFI Standard Revision Steering Committee. He was both a member and chair of the SFI Resources Committee multiple times. His generous spirit and dedication also led him to serve on many other SFI committees and task forces.

Despite the demands of the senior professional roles he played during his career, Rob was always generous with his time.

He mentored university students attending SFI annual conferences and was a source of inspiration for future generations who will carry on his legacy.

In honor of Rob's commitment to educating and mentoring the next generation of forest advocates and leaders, SFI has established the **Rob Olszewski Memorial Education Fund for Future Forest Leaders**.

Funding will be used to support mentorship and educational opportunities for youth and students interested in learning about or pursuing careers in hydrology, sustainable forestry and other educational pursuits.

Rob was always eager to show the way forward to a sustainable future for our forests and the communities that depend on them. So the next time you are in the woods, take a moment to enjoy the shade of a beautiful tree and think of him.

We send our prayers, our thoughts and sympathy to all those who knew and loved Rob.

We miss you, Rob.

-Kathy Abusow, on behalf of the SFI Community



If you would like to make a contribution to the Rob Olszewski Memorial Education Fund for Future Forest Leaders, you can either:

- Send a check payable to The Sustainable Forestry Initiative Inc. or
- Make an online donation.

For more information, visit:

<http://www.sfiprogram.org/rob-olszewski/>

or scan the QR Code here:



**The White House tract on Rob Olszewski's land,
Jefferson County, Florida**
Photo Credit: Jim Karels

2016 STUDENTS



These students are participating at the SFI Annual Conference thanks to the support of the Rob Olszewski Memorial Education Fund for Future Forest Leaders and the Student Scholarship Sponsors listed on page 21.



Tyler Coffman
BS in Forestry
Auburn University



Alex Helman
BS in Forestry
Michigan Tech University



John Burrows
MS in Environmental Mgmt.
MS in Forestry, Duke University,
Nicholas School of the Environment



Sara Kelso
BS in Forestry
Michigan Tech University



Timothy Hipp
MS in Environmental Mgmt.
Duke University,
Nicholas School of the Environment



Preston Bush
BS in Forestry
Mississippi State University



Hermudananto
MS in Sustainable Forest Mgmt.
University of Florida



Ashley Jeckel
BS in Environmental Sciences
North Carolina State University



Tyler Reeves
MS in Forest Resources
University of Georgia, Warnell
School of Forestry and Natural Resources



Brandon Outen
BS in Forest Mgmt.
North Carolina State University



Matthew Sault
MFR in Forest Finance
University of Georgia, Warnell
School of Forestry and Natural Resources



Daniela Agostini
BS in Natural Resources
North Carolina State University



Chantal Tumpach
MS in Forest Resources
University of Georgia, Warnell
School of Forestry and Natural Resources



John Johnson
BS in Environmental Sciences
North Carolina State University



Emily Caretti
BS in Forestry
BS in Fisheries and Wildlife
Michigan State University



Luke Huffines
BS in Forest Mgmt. & Planning
North Carolina State University



Lindsay Forintos
BS in Forestry
Michigan State University



Sylvia Weir
BS in Forest Mgmt.
North Carolina State University



Hunter Stanke
BS in Forestry
BS in Fisheries and Wildlife
Michigan State University



Jennifer Baici
MS in Forest Conservation
University of Toronto



Mia White
BS in Forestry
Michigan State University



Sarah Todgham
MS in Forest Conservation
University of Toronto





**PLATINUM
SPONSOR**



GO ZERO SPONSORSHIP

To help address climate change and build awareness about the importance of good forest stewardship, SFI is offsetting the CO₂ emissions resulting from travel, accommodations and all of the major sessions at the 2016 SFI Annual Conference, thanks to a sponsorship from Resolute Forest Products. This donation to the Conservation Fund's GO Zero® program will purchase carbon offsets generated from the Fund's Garcia River Forest in California, which is certified to the SFI Forest Management Standard. Together we can keep these lands working sustainably for people and wildlife.

CONTINUING EDUCATION CREDITS

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

This program meets **SAF's Continuing Forestry Education** guidelines and standards. Participants can receive credit for:

SAF: **9**
HOURS
CATEGORY 1

To apply for SAF Continuing Forestry Education credits, visit the SFI registration desk to complete the SAF CFE attendance form.

This program meets **TWS's Certified Wildlife Biologist Renewal/ Professional Development Certificate Program**.

Participants can receive credit for:

To learn more, visit <http://wildlife.org/learn/professional-development-certification/>.

TWS: **9**
CEUS IN
CATEGORY 1

This program meets **CIF's Continuing Forestry Education** requirements, and participants can receive:

CIF: **8.25**
CEUs/
CONTACT HOURS

(Credits accrue at the rate of one hour for each hour of actual content).

To apply for CIF Continuing Forestry Education credits, visit www.cif-ifc.org/continuing-education-credits/



WIFI PASSWORD
SF12016AC

Sponsored by:



FORESTRY IS COMPLEX, DYNAMIC AND MULTIDIMENSIONAL.
Esri GIS technology profoundly and positively impacts the way land managers, timber managers and forestry specialists manage timber resources.

OUR EVENT HAS GONE MOBILE: LET'S GET SOCIAL!

Download our conference app for the latest information about the conference. Stop by the registration desk for assistance with the mobile app.

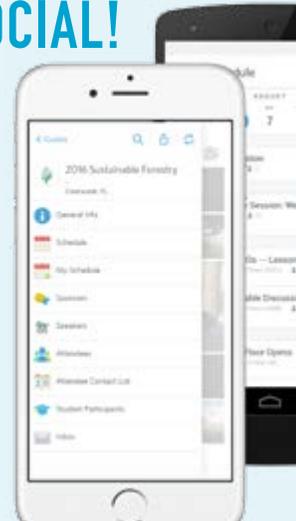
CONFERENCE AGENDA, MAPS, SPEAKERS AND MORE ON YOUR MOBILE DEVICE-FREE OF CHARGE!

Download Guidebook on the Apple App Store, Android Marketplace or visit guidebook.com/getit

 /sustainable-forestry-initiative-inc

 /SustainableForestryInitiative

 @sfiprogram



#SFICONF

FOR ALL YOUR
Social media shout outs

SFI STORE

SFI apparel — including men's and women's hoodies, polos and t-shirts — lapel pins, water bottles, mugs, hats and more! Available for sale at the registration desk during the following times:

TUESDAY, SEPT 27

8:00AM - 5:30PM

WEDNESDAY, SEPT 28

8:30AM - 4:00PM

THURSDAY, SEPT 29

8:30AM - 12:30PM



PLATINUM



GOLD



FLORIDA
SFI01120



BUREAU
VERITAS

CONSERVATION AND COMMUNITY



THE
CONSERVATION FUND

SILVER



BRONZE



THANK YOU
SPONSORS

SIDE EVENTS

****ADVANCED REGISTRATION REQUIRED****

See www.sfiprogram.org/side-events for more information.

MONDAY, SEPT 26, 2016

SUSTAINABLE BIOMASS PARTNERSHIP AUDITOR TRAINING

9:00 am to 5:00 pm - Location: **Water's Edge Ballroom A**

Receive training & be examined on 3 subject areas: Supply Base Evaluation, Chain of Custody and Energy & Carbon Data.

HOSTED BY:



TUESDAY, SEPT 27, 2016

WBCSD/WRI SUSTAINABLE PROCUREMENT GUIDE WORKSHOP AND TRAINING SESSION

9:00 am to 12:00 pm - Location: **Ballroom Salon A/B**

The World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI) are hosting a workshop focused on promoting sustainable forest management through forest products sourcing policies. The workshop is intended for procurement professionals along the forest products supply chain. It will feature the joint WRI and WBCSD Guide to Sustainable Procurement of Wood and Paper-based Products.

HOSTED BY:



SUSTAINABLE BIOMASS PARTNERSHIP CLINIC

9:00 am to 1:00 pm - Location: **Marlin**

Raise any SBP-related questions in a face-to-face session with SBP Technical Director, Simon Armstrong.

NORTH AMERICAN FOREST PARTNERSHIP (NAFP) LUNCH AND LEARN

12:00 pm to 1:00 pm (lunch will be provided) - Location: **Ballroom Salon D**

NAFP is a first-of-its-kind communications initiative developed to increase awareness and understanding of the forest sector. During this informative session you will explore: who NAFP is and what it hopes to accomplish; key insights from recently conducted message testing and audience perception research; what NAFP has been up to (including a tour of a new storytelling platform and available resources); and ways you can get involved.

HOSTED BY:



THURSDAY, SEPT 29 AND FRIDAY, SEPT 30, 2016

ALL LANDS, LARGE LANDOWNERS CONSERVATION WORKSHOP

Thursday: 1:00 pm to 5:00 pm | Dinner at 6:30 pm

Friday: 8:00 am to 12:00 pm Location: **Water's Edge Ballroom**

Owners of large areas of forestland (more than 10,000 acres) have a particularly important role to play in the attainment of landscape-scale conservation goals. This workshop will follow from an earlier workshop in March, when a group of large private landowners came together with federal, NGO and academic thought leaders to generate ideas for improving engagement on planning and implementation of landscape-scale conservation goals.

HOSTED BY:





MONDAY

SEPTEMBER 26 2016

3:00 pm – 5:00 pm

Registration

Grand Ballroom Foyer

TUESDAY

SEPTEMBER 27 2016

8:00 am – 5:30 pm

Registration and Store Open

Grand Ballroom Foyer

1:00 pm – 1:45 pm

Student/Mentor Meet and Greet

Coral

2:00 pm – 3:00 pm

WELCOME AND OPENING REMARKS

Grand Ballroom

3:00 pm – 4:00 pm

MANAGEMENT SOLUTIONS ON LARGE LANDSCAPES

Grand Ballroom

4:00 pm – 5:00 pm

DRIVING SUSTAINABILITY IN GLOBAL FIBER SUPPLY

Grand Ballroom

5:00 pm – 7:00 pm

President's Reception (Dinner on your own)

Grand Ballroom Foyer

9:00 pm – 11:00 pm

Hospitality Suite

Suite # 901



WEDNESDAY

SEPTEMBER 28 2016

6:45 am – 8:15 am

SFI 5K Fun Run/Walk

Sandpiper Deck

7:30 am – 9:00 am

Continental Breakfast

Grand Ballroom Foyer

8:30 am – 4:00 pm

Registration and Store Open

Grand Ballroom Foyer

9:00 am – 10:00 am

INNOVATION IN ENGAGING STAKEHOLDERS IN THE FOREST PRODUCTS SUPPLY CHAIN

Grand Ballroom

10:00 am – 10:30 am

Networking Break and Exhibition

10:30 am – 12:00 pm

LINKING SCIENCE AND THE SUPPLY CHAIN: WHY CONSERVATION IMPACT MATTERS

Grand Ballroom

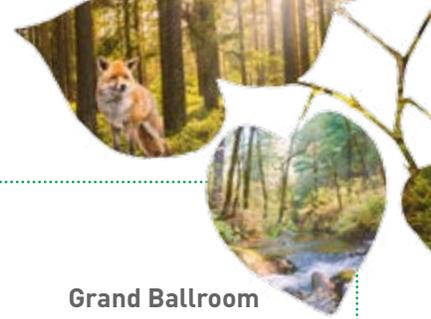
12:00 pm – 1:30 pm

Annual Awards Luncheon

Flamingo/Sandpiper Decks

WEDNESDAY CONT.

1:30 pm – 1:45 pm	Networking Break and Exhibition	
1:45 pm – 2:30 pm	LINKING FORESTRY TO THE NEXT GENERATION	Grand Ballroom
2:30 pm – 3:15 pm	EMPOWERING COMMUNITIES IN BUILDING THE FUTURE FOREST	Grand Ballroom
3:30 pm – 5:30 pm	Networking Break and Exhibition	
3:30 pm – 5:30 pm	CLOSED: SFI IMPLEMENTATION COMMITTEE REGIONAL MEETINGS <ul style="list-style-type: none"> • Canadian Committees • Central Committee • Eastern Committees • Southern Committees • Western Committees 	Coral Tarpon Marlin Water's Edge A Manatee
6:00 pm – 10:00 pm	Havana Nights Beach Party (See page 17 for more information)	Hilton Clearwater Private Beach
10:00 pm – 11:00 pm	Hospitality Suite	Suite # 901



THURSDAY

SEPTEMBER 29 2016

7:30 am – 8:30 am	Networking Breakfast (Hot Buffet—Southern Style)	Water's Edge Ballroom
8:00am - 12:30pm	Registration and Store Open	Grand Ballroom Foyer
8:30 am – 9:00 am	AMERICAN FOREST FOUNDATION UPDATE	Grand Ballroom
9:00 am – 9:30 am	SUSTAINABILITY IN THE GLOBAL PELLET MARKET	Grand Ballroom
9:30 am – 10:15 am	THE ROLE OF FOREST PRODUCTS IN GREEN BUILDING	Grand Ballroom
10:15 am – 10:30 am	Networking Break and Exhibition	
10:30 am – 11:45 am	CLIMATE RESILIENCY AND THE CARBON MARKETPLACE	Grand Ballroom
11:45 am - 12:00 pm	CONFERENCE WRAP-UP	Grand Ballroom
12:00 pm – 1:00 pm	Informal Buffet Luncheon	Flamingo/Sandpiper Decks
1:00 pm	Conference Adjourns	



TUESDAY

SEPTEMBER 27

2016



TUESDAY COFFEE BREAKS

Sponsored by: PwC

STUDENT/MENTOR MEET AND GREET

1:00 pm to 1:45 pm

Sponsored by: Florida SIC, Michigan SIC, Weyerhaeuser, Rayonier, Sappi, Duke Nicholas Institute

CORAL

WELCOME AND OPENING REMARKS

2:00 pm to 3:00 pm

GRAND BALLROOM

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

SPEAKERS



Kathy Abusow - President and CEO, SFI Inc., will provide opening remarks and an update on the SFI Program, and how our community improves quality of life by ensuring the health and future of forests.



Elder Bobby Henry - Seminole Tribe of Florida, will provide a traditional tribal welcome and offer perspectives from the Seminole Tribe of Florida.



Jim Karels - State Forester, Florida Forest Service, will provide a “Florida welcome” and highlight why the Florida Forest Service chose to get its forest management operations certified to the SFI Standard as part of the SFI Forest Partners® Program. Jim will also speak about Florida’s leadership in enhancing forest health.



SFI FOREST PARTNERS CONNECT LANDOWNERS TO MAJOR BRANDS

The SFI Forest Partners® Program was founded in 2012 by Time Inc., National Geographic Society, Macmillan Publishers and Pearson, with support from Hearst Enterprises, to increase certification throughout the supply chain. The SFI Forest Partners Program has a goal of certifying 10 million acres/4 million hectares in the U.S. South by the end of 2017.



MANAGEMENT SOLUTIONS ON LARGE LANDSCAPES

GRAND BALLROOM

3:00 pm to 4:00 pm

Sponsored by: **Georgia Pacific**

The evolving concept of “landscape-scale conservation” recognizes that successful, large-scale conservation efforts must include elements and incentives to engage a wide variety of ownership types and management influences. Federal representatives from the U.S. and Canada will speak about focusing on partnerships, science and innovation to demonstrate that large landscapes play a key role in maintaining conservation values.



MODERATOR

Kathy Abusow - *President and CEO, SFI Inc.*

SPEAKERS



Jim Hubbard - *Deputy Chief, State and Private Forestry, USDA Forest Service*, will speak about the US Forest Service’s efforts to promote the coordinated conservation of natural resources across all lands and all ownerships. Jim will also address how engaging large landowners, in coordination with SFI, will advance collective conservation goals.



Glenn Mason - *Assistant Deputy Minister, Natural Resources Canada*, will share his views on the ecological, social and environmental benefits of managed forests and the Canadian Forest Service’s work on market acceptance in the supply chain and on innovation.



DRIVING SUSTAINABILITY IN GLOBAL FIBER SUPPLY

GRAND BALLROOM

4:00 pm to 5:00 pm

Sponsored by: **Time Inc.**

Corporate users of forest fiber are thinking about sustainability and the impact of supply chains. This session will explore key performance indicators for international sustainable development goals and examine a recent analysis that identifies how the conservation benefits of sustainable forest management helps brand owners tell their story.



MODERATOR

Jason Metnick - *Senior VP, Customer Affairs, SFI Inc.*

SPEAKERS



Matthew Reddy - *Director, Forest Solutions Group, World Business Council on Sustainable Development*, will discuss the role of corporate procurement decisions and key performance indicators for forest management supply chains in driving global sustainable development.



Bonnie Nixon - *Senior Partner, ERM*, will share insights from her 30+ years in the corporate sustainability world, advising numerous companies including Hewlett Packard and Mattel. Bonnie has worked to identify key sustainability messages and information which resonates with brand owners, and will discuss the best ways to communicate this information.



PRESIDENT’S RECEPTION GRAND BALLROOM FOYER

5:00 pm to 7:00 pm

Sponsored by: **Conservation and Community Sponsors**

HOSPITALITY SUITE

9:00 pm to 11:00 pm

Sponsored by: **ANSI**

SUITE # 901



SEPTEMBER 28



SFI 5K FUN RUN/WALK

SANDPIPER DECK

Participant check-in at 6:45 am
Optional Zumba warm-up at 7:00 am

Sponsored by: **Weyerhaeuser Company**

5K Runners begin at 7:10 am
5K Walkers begin at 7:15 am

Beach Yoga: 7:15 am

Enjoy Florida's Gulf Coast, during our 2nd Annual SFI 5k Fun Run/Walk. Check in begins at 6:45 am, then join our quick, optional Zumba warm up to get your heart pumping and muscles loosened to some Latin beats before participating in the 5K Fun Run/Walk. And for those who want a gentler start to your day, join us for a gentle flow beach yoga class. *(Bring your own mat or beach towel.)*

CONTINENTAL BREAKFAST

7:30 am to 9:00 am

Sponsored by: **Drax Biomass Inc.**

GRAND BALLROOM FOYER

INNOVATION IN ENGAGING STAKEHOLDERS IN THE FOREST PRODUCTS SUPPLY CHAIN

9:00 am to 10:00 am

Sponsored by: **Sierra Pacific Industries**

GRAND BALLROOM

Hear from two market leaders, The Sustainability Consortium and GreenBlue's Sustainable Packaging Coalition, on providing value throughout the forest products supply chain. Learn how to cost-effectively engage stakeholders to address sustainability objectives through a product's lifecycle.



MODERATOR

Chris Davidson - *Director, Corporate Sustainability, WestRock*



SPEAKERS



Dr. Christy Slay - *Director of Research, The Sustainability Consortium*, will speak on how The Sustainability Consortium (TSC) is working to improve the sustainability of consumer products and provide tools for brandowners to help assess these products. Learn how TSC is determining global deforestation risks.



Nina Goodrich - *Executive Director, GreenBlue*, will speak on GreenBlue's work in engaging stakeholders to address sustainability issues throughout a product's life cycle, as well as the Sustainable Packaging Coalition's work around innovation in packaging. She'll also speak on how GreenBlue's Value Innovation Process helps brand owners source forest-based products.



NETWORKING BREAK AND EXHIBITION

10:00 am to 10:30 am

LINKING SCIENCE AND THE SUPPLY CHAIN — WHY CONSERVATION IMPACT MATTERS

10:30 am to 12:00 pm

GRAND BALLROOM

Sponsored by: **Hancock Timber Resource Group**

Brand owners need science-based information to help consumers understand the conservation-related values of responsible forest management. This session will offer insights on the water- and biodiversity-related contributions associated with sustainably grown and sourced products.



MODERATOR

Paul Trianosky - *Chief Conservation Officer, SFI Inc.*

SPEAKERS



Bettina Ring - *State Forester, Virginia Department of Forestry and SFI Board Member*, will share highlights of a new partnership between Virginia, Pennsylvania and local leaders aimed at quantifying potential impacts of land conversion on water quality and demonstrating water filtration savings through forestland retention.



Healy Hamilton - *Chief Scientist and Vice President for Conservation Science, NatureServe*, will speak about NatureServe's efforts to quantify biodiversity values in well-managed forests, and more broadly on the topic of the biodiversity values in these forests.



Dana Villeneuve - *Sustainability Specialist, New Belgium Brewing Company*, will share insights about New Belgium's approach to honoring nature at every turn of the business, with an emphasis on their water conservation & advocacy efforts and the brand owner's perspective on the necessity of transparency within the supply chain.



ANNUAL AWARDS LUNCHEON

12:00 pm to 1:30 pm

FLAMINGO/SANDPIPER DECKS

Sponsored by: **International Paper**

SFI Inc. will recognize special achievements during the Annual Awards Luncheon. Winners will be announced for the President's Award, the 18th Annual SFI Implementation Committee Achievement Award, the Leadership in Conservation Award and the Sharon Haines Memorial Award for Innovation and Leadership in Sustainability.

NETWORKING BREAK AND EXHIBITION

1:30 pm to 1:45 pm



WEDNESDAY COFFEE BREAKS

Sponsored by: **American Tree Farm System**

LINKING FORESTRY TO THE NEXT GENERATION

1:45 pm to 2:30 pm

GRAND BALLROOM

Sponsored by: **Resource Management Service LLC**

Join a discussion about efforts to connect youth to forestry and the challenges and opportunities that university programs face. Learn how Boy Scouts of America (BSA) fosters a passion for forests in its Scouts by building sustainable forestry into its program and why it decided to get more than 100,000 acres of BSA's High Adventure Bases certified to SFI. The panel will also discuss enrollment and diversity challenges faced by university-level forestry and natural resource programs.



MODERATOR

Elizabeth Woodworth - *VP, Communications and Community Engagement, SFI Inc.*

SPEAKERS



John Stewart - *Director, Corporate Engagement and Sustainability Director, Boy Scouts of America*, will discuss how BSA is building sustainable forestry into their programs, and how BSA walks the talk by certifying forests.



Prepared. For Life.®



Paul Winistorfer, PhD - *Dean, College of Natural Resources and Environment, Virginia Tech*, will address challenges and opportunities university programs face in building the forestry professionals of the future.



EMPOWERING COMMUNITIES IN BUILDING THE FUTURE FOREST

2:30 pm to 3:15 pm

GRAND BALLROOM

The SFI community elevates and enriches the link between people and forests through community, conservation education and partnership programs. This panel will cover topics ranging from the important, multi-generational role of African American-owned family forestlands in Southern communities, to helping Indigenous people connect their values to the forested landscape, to the restoration work being done in the South with urban youth.



MODERATOR

Craig Blair - *Chair of the SFI Board of Directors and President and CEO of Resource Management Service LLC*



SPEAKERS



Vince Keeler - *Director of Forestry, the Center for Heirs' Property Preservation*, will discuss the work of Center for Heirs' Property Preservation and the importance of capturing the value of minority family forestlands across multiple generations.



Kelly Olney - *Manager, Yakama Forest Products*, will discuss how the Yakama Nation connects their community's traditional land values to modern economy and other parties on the landscape, and how certification to SFI assists in addressing Yakama values.



Alison McGee - *Coastal Plain Project Director for The Nature Conservancy*, will describe the forest restoration work facilitated by an SFI Conservation Grant, which is engaging urban youth in forest restoration and stimulating potential interest in natural resource careers.



CLOSED: SFI IMPLEMENTATION COMMITTEE REGIONAL MEETINGS

3:30 pm to 5:30 pm

SFI Implementation Committees form a grassroots network that works with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach and community engagement activities. The SFI Implementation Committee Regional Meetings bring together local SFI Implementation Committee leadership and members to discuss various SFI and SIC related issues.

Canadian: **Coral**

Central: **Tarpon**

Eastern: **Marlin**

Southern: **Water's Edge Ballroom A**

Western: **Manatee**

NETWORKING BREAK AND EXHIBITION

3:30 pm to 5:30 pm

HAVANA NIGHTS BEACH PARTY- HILTON CLEARWATER PRIVATE BEACH

6:00 pm to 10:00 pm

Beach Party - Cuban Style! Beach games, fire pits and more. Channel your Desi Arnez and Gloria Estefan, bring your fedoras and dancing shoes and... LET'S PARTY!!

- Cocktail Hour: 6:00 pm to 7:00 pm with live band and photo ops
- Dinner: 7:00 pm to 8:00 pm
- Live Band and Performance: 8:00 pm to 10:00 pm

DRESS IS CASUAL AND DON'T FORGET YOUR CONFERENCE BADGE AND DRINK TICKETS.

HOSPITALITY SUITE # 901

10:00 pm to 11:00 pm

Sponsored by: **ANSI**

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

THE SFI COMMUNITY



34 State, provincial and regional SFI Implementation Committees

This unique grassroots network of **1,000 people** includes private landowners, independent loggers, forestry professionals, local government agencies, academics, scientists and conservationists.



THURSDAY

SEPTEMBER 29, 2016



THURSDAY COFFEE BREAKS

Sponsored by: **Sappi**

NETWORKING BREAKFAST (HOT BUFFET — SOUTHERN STYLE)

7:30 am to 8:30 am

Sponsored by: **WestRock**

WATER'S EDGE BALLROOM

AMERICAN FOREST FOUNDATION UPDATE

8:30 am to 9:00 am

GRAND BALLROOM



SPEAKER

Tom Martin - President and CEO, American Forest Foundation, will speak about AFF's Southern Initiative for Wood and Wildlife. He will give an overview of a forthcoming report that includes analyses of fiber supplies and wildlife habitat on family woodlands. Tom will also provide updates on other regional projects, including their Florida landscape management plan pilot project and their coordination with SFI to increase small-land certification.



American Forest Foundation

SUSTAINABILITY IN THE GLOBAL PELLET MARKET

9:00 am to 9:30 am

GRAND BALLROOM



SPEAKER

Dorothy Thompson - CEO, Drax Group LLC, will offer her perspective as head of a global energy company and Chair of the Sustainable Biomass Partnership, regarding the challenges and opportunities facing the global pellet market and the contributions of forest certification in assuring the sustainability of forest fiber.



DID YOU KNOW:

This residence at the University of British Columbia will be 18-stories tall and LEED certified.

It will sequester enough carbon to:

- **Take 511 cars off the road** (BC gov't 2016)
- **Power a home for 222 years** (BC gov't 2016)

NORTH AMERICA'S FORESTS GROW ENOUGH WOOD TO BUILD A BUILDING THIS BIG EVERY 6 MINUTES!! (BC gov't 2016)



THE ROLE OF FOREST PRODUCTS IN GREEN BUILDING

9:30 am to 10:15 am

GRAND BALLROOM

Sponsored by: **Interfor**

With recent gains related to the recognition of certification to SFI in green building rating systems, including USGBC's LEED, this session will examine future opportunities for certified forest products in commercial construction and building maintenance.



MODERATOR

Jason Metnick - *Senior VP, Customer Affairs, SFI Inc.*

SPEAKERS



Dustin Davis - *AIA, LEED Fellow, Associate, Polk Stanley Wilcox Architects and past National Chair for the Center for Green Schools*, will share why he is one of the first architects to apply for the new LEED Alternative Compliance Path, and source SFI certified wood, on a project in Arkansas.



Tedrick Ratcliff - *Executive Vice President, Mississippi Forestry Association*, will share how the TIMB(R) project, funded through the SFI Conservation and Community Partnerships Grant Program, is raising awareness about the new LEED ACP among architects.



NETWORKING BREAK AND EXHIBITION

10:15 am to 10:30 am

CLIMATE RESILIENCY AND THE CARBON MARKETPLACE

10:30 am to 11:45 am

GRAND BALLROOM

Sponsored by: **Enviva LP**

Attention is increasingly turning to the contributions of responsibly managed forests in mitigating and adapting to climate change. This session will explore the role of managed forests and forest products and the opportunities that exist in the carbon marketplace for certified forests.



MODERATOR

John Hagan - *President, Manomet, and SFI Board member*, will highlight the role of managed forests in climate adaptation and mitigation, and the need for policies and market mechanisms that reward forest landowners.



SPEAKERS



Dylan Jenkins - *Vice President of Portfolio Development, Finite Carbon*, will offer his insights on the forest carbon offset marketplace, and in particular the opportunities and challenges for large certified forest landowners.



Sean Ross - *Director, Forest Operations, Lyme Timber*, will speak about Lyme Timber's experience stepping into the forest carbon marketplace, highlight the synergies with certification to SFI, and offer insights for other land managers exploring this arena.



Mark Johnston - *Senior Research Scientist, Saskatchewan Research Council*, will discuss how SRC is developing practical methods for quantifying carbon sequestration in upland boreal forests and wetlands.



THURSDAY

SEPTEMBER 29, 2016

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

11:45 am to 12:00 pm

INFORMAL BUFFET LUNCHEON

12:00 pm to 1:00 pm

CONFERENCE ADJOURNS

1:00 pm



THANK YOU FOR A GREAT CONFERENCE

SEE YOU NEXT YEAR!

2017

SFI Annual Conference

Sept. 27-29, 2017

Ottawa, Canada

Be here for Canada's 150th celebration!



SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00001

sficonference.org

2016 SFI ANNUAL CONFERENCE STUDENT PARTICIPATION SPONSORS

SPONSORING FUTURE FOREST LEADERS

SFI offers scholarship opportunities for forestry and natural resource students to attend our conference. Attendance is financially supported through Student Participation conference sponsorship and funds from the Rob Olszewski Memorial Education Fund for Future Forest Leaders. It's an excellent chance for students to meet the SFI community, and for those attending our conference to interact with the next generation of forestry leaders. Mentoring opportunities and the chance to pitch potential employers are two of the biggest reasons students compete for a chance to attend. This year, 22 exceptional candidates from universities across North America will be on hand to learn how SFI is linking future forests to communities.



Weyerhaeuser





109% OF OUR OBJECTIVE.
8.4 MILLION METRIC TONS OF CO₂ EQUIVALENTS.
1.78 MILLION CARS OFF THE ROAD.
**WHEN IT COMES TO GHG REDUCTIONS,
WE LIKE BIG NUMBERS.**

Over the past five years, we have proven that pulp, paper and wood products can be produced while minimizing absolute greenhouse gas emissions. We have reduced ours by 71% (scope 1 and 2) over our 2000 levels – which is the equivalent of taking 1.78 million cars off the road. And 72% of our energy comes from renewable sources.

Sustainable forestry: Part of the solution.

**Rediscover sustainable forestry.
Discover Resolute.**



resolutefp.com/sustainability



Proudly doing our part to promote deer and other wildlife.

At International Paper, our affinity for the great outdoors extends well beyond the forest. We support private landowners' efforts to properly maintain their land by ensuring all of our wood fiber comes from responsibly managed sources. That accountability helps create more livable habitats for forest friends and means we'll never run out of materials to make our products. From boxes and bags to printing paper and cups, each product fills a need while promoting a more sustainable world. Any way you say it, International Paper products are important to people's lives. It's In Our Nature.™



SUSTAINABLE FORESTRY INITIATIVE
SFI-00006

www.sfiprogram.org

©2015. International Paper Company. All rights reserved. Sustainable Forestry Initiative®, SFI® and the SFI® logo are registered marks owned by Sustainable Forestry Initiative Inc.

INTERNATIONAL  PAPER



Delivering Sustainable Solutions

Veritiv™, a distribution company leading the way in paper, print, publishing, packaging, logistics and facility solutions, supports responsible forest management and chain of custody certification. Our passion for environmental, social and economic excellence begins in our facilities via responsible sourcing, transportation and recycling.

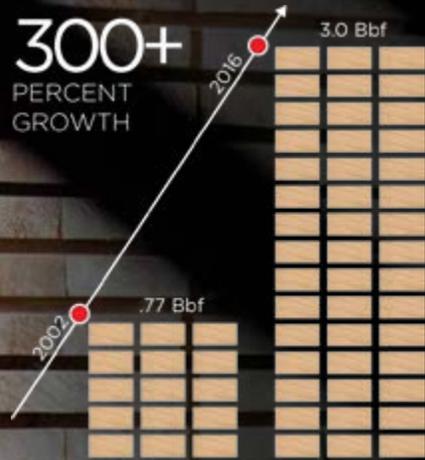
What's more, at Veritiv we work closely with customers and world-class suppliers to deliver responsible and sustainable business practices, products and solutions throughout the supply chain.



© 2016 Veritiv Corporation. All rights reserved. Veritiv is trademark of Veritiv Corporation or its affiliates.

To learn more, go to veritivcorp.com

One of the world's **LARGEST** and most **DIVERSE** lumber companies



Bureau Veritas Certification Proud Sponsor of the **2016 SFI Annual Conference**

Visit our booth for information regarding
Forestry and Chain of Custody Certification

800.937.9311
www.us.bureauveritas.com/bvc

Move Forward with Confidence



THE FLORIDA SFI IMPLEMENTATION COMMITTEE IS A PROUD SPONSOR OF THE SFI ANNUAL CONFERENCE

SFI PROGRAM PARTICIPANTS IN FLORIDA INCLUDE:

- Campbell Global, LLC
- Enviva Pellets Cottondale
- Florida Forest Service
- Forest Investment Associates
- Georgia-Pacific WFS LLC
- Hancock Forest Management, Inc.
- International Paper
- Packaging Corporation of America
- Rayonier Inc.
- Resource Management Services
- Rex Lumber Company
- St. Joe Timberland Company
- The Lyme Timber Company LP
- West Fraser, Inc.
- WestRock
- Weyerhaeuser



COFFEE BREAK SPONSORS




pwc

sappi



CONSERVATION AND COMMUNITY SPONSORS







did you know?

SFI CONSERVATION & COMMUNITY PARTNERSHIPS GRANT PROGRAM



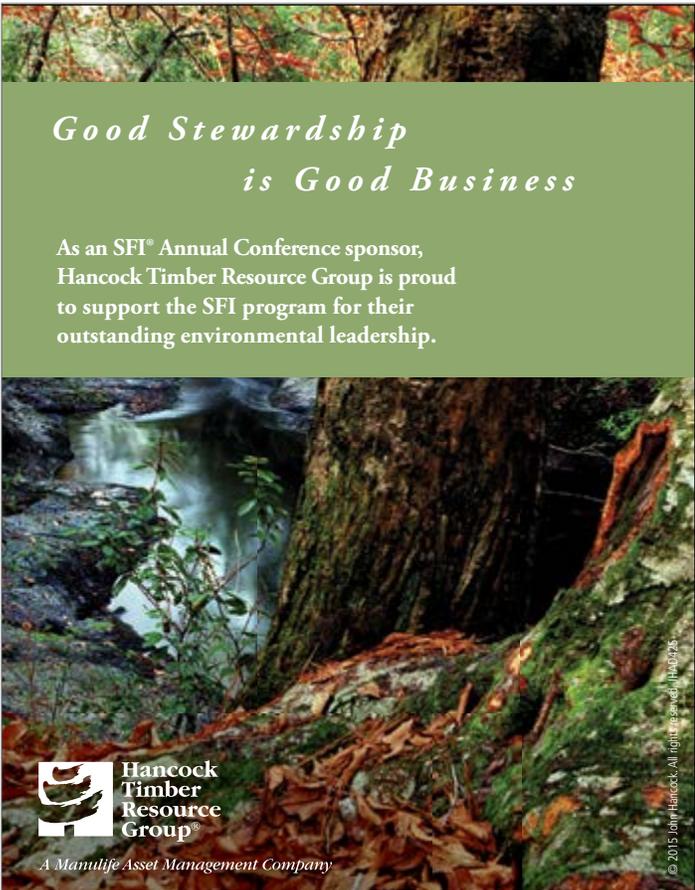
\$3
MILLION INVESTED BY SFI

+

\$6.5
MILLION IN PARTNER CONTRIBUTIONS

TOTALING \$9.5 MILLION

Since 2010, SFI has awarded 85 SFI Conservation and Community Partnerships grants, totaling almost \$3 million, to foster conservation and community projects. When leveraged with project partner contributions, the total investment **exceeds \$9.5 million.**



*Good Stewardship
is Good Business*

As an SFI® Annual Conference sponsor, Hancock Timber Resource Group is proud to support the SFI program for their outstanding environmental leadership.

**Hancock
Timber
Resource
Group®**
A Manulife Asset Management Company

© 2015 Larry Hancock. All rights reserved. Photo by [unreadable]

Not using responsible forestry would be unwise, on so many levels.

Georgia-Pacific believes in sustainable forestry. By following good forestry practices today, there will be more diverse, healthy forests tomorrow. That means plenty of wood for building, enough paper products for our homes and workplaces, plus abundant habitats for wildlife. And who wouldn't want to live in a world like that?

Who?

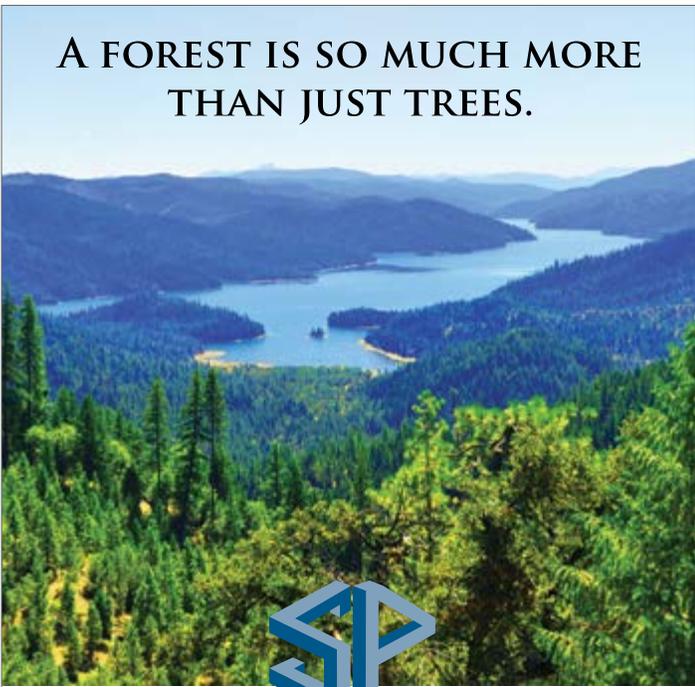


GP Georgia-Pacific
We are proud to be a SFI® Program Participant.

SUSTAINABLE FORESTRY INITIATIVE
SFI-00007

GP.com
©2016 Georgia-Pacific LLC. All rights reserved.
All trademarks are owned by or licensed to Georgia-Pacific LLC.

A FOREST IS SO MUCH MORE THAN JUST TREES.



SIERRA PACIFIC INDUSTRIES
GROWING FORESTS FOR OUR FUTURE

SUSTAINABLE FORESTRY INITIATIVE®
SFI-00027

(530) 378-8000
SPI-IND.COM

Sustainability is in our roots

Commitment, curiosity and passion. A combination that leads to serious innovation and the chance to make a better world.

WestRock is a leading global packaging company focused on customers, innovation and operational excellence. And, we never lose sight of the most important element of our sustainable solutions – the future.

SUSTAINABLE FORESTRY INITIATIVE
SFI-00011

www.westrock.com

WestRock

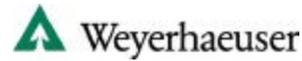
Proud supporter
of the
SFI Annual Conference



Weyerhaeuser is proud to be a sponsor
of the 2016 SFI Annual Conference.



SUSTAINABLE FORESTRY
More than a century of expertise



VISIT WWW.WY.COM



Linking the Family Woodland Community

The American Tree Farm System® (ATFS) is a nationwide community engaging small family forest owners to help provide sustainable wood supplies while protecting clean water and wildlife habitat. ATFS continues to expand its network across 86,600 Tree Farms that provide local, sustainable, third-party certified fiber.

Fiber originating in ATFS certified woodlands is recognized as certified content in SFI® and PEFC® chains of custody.



Grow Your Investment

With Esri® Technology, you can run your daily operations without losing sight of the big picture. We have the analysis, modeling, and asset management tools that you need to save time, reduce risks, and lower costs.

Learn more at
esri.com/forestry



Copyright © 2011 Esri. All rights reserved.

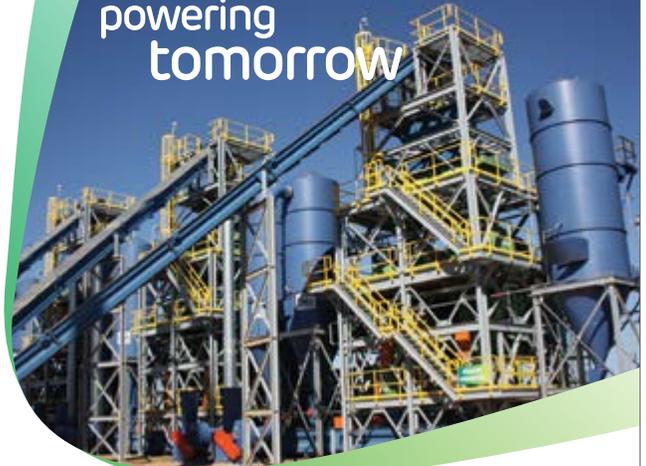


We're proud
to be part of the
forestry community.

Enviva is an industry-leading supplier of wood biomass fuels. Enviva's certification to the Sustainable Forestry Initiative® standard helps to ensure that we continually deliver on our commitment to sustainability. For more information on Enviva's sustainability and procurement, please visit www.envivabiomass.com/sustainability.



powering
tomorrow



**At the forefront of
sustainable energy**

Proud to be a sponsor of the 2016 SFI Annual Conference

(770) 743-4300 www.draxbiomass.com



Give Your Products or Forests THE COMPETITIVE EDGE

[Partner with NSF Sustainability for forestry services:](#)

Forest Management
(SFI 2015-2019 Section 2,
ATFS 2015-2020)

Fiber Sourcing
(SFI 2015-2019 Section 3)

Chain-of-Custody
(SFI 2015-2019 Section 4,
PEFC ST 2002:2013, FSC)

Certified Sourcing
(SFI 2015-2019 Section 3,
Appendix 1)

**Sustainable Biomass
Partnership (SBP) Framework**
of Standards for Woody Biomass

ISO 14001 Certification

Landfill Free Verification

For a quote on services or information, please contact:
Jamie Bush at 734-827-5668 or jbush@nsf.org.

**NSF Sustainability is a proud sponsor
of the SFI Annual Conference**

**The ANSI wood products chain-of-
custody accreditation program ensures
conformance to the requirements of
SFI and PEFC.**



Founded nearly a century ago, the non-profit American National Standards Institute (ANSI) safeguards the integrity of the U.S. voluntary standardization and conformity assessment system. ANSI is the official U.S. representative to the International Organization for Standardization and a U.S. representative to the International Accreditation Forum.



learn more at www.ansi.org/accreditation

SFI BOARD

AS OF JUNE 2016



ECONOMIC SECTOR

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities.

Craig Blair (SFI Chair)

President and CEO,
Resource Management Service LLC

Craig Armstrong

President and CEO,
Millar Western Forest Products Ltd.

Daniel P. Christensen

Chairman, Hancock Natural
Resource Group Board of Directors

Guy Gleysteen

Senior Vice President, Time Inc.

Jim Hannan

CEO and President, Georgia-Pacific

Chief David Walkem

Chief, Cook's Ferry Indian Band
(Merritt, British Columbia)
President, Stuwix Resources Joint
Venture

ENVIRONMENTAL SECTOR

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations.

Greg Siekaniec (SFI Vice-Chair)

CEO, Ducks Unlimited Canada

Robert Abernethy

President, Longleaf Alliance

John M. Hagan III

President, Manomet

Jon Haufler

President, The Wildlife Society and
Head of the Ecosystem
Management Research Institute

Mary Klein

President and CEO, NatureServe

Gail Wallin

Co-Chair, Canadian Council on
Invasive Species
Executive Director, Invasive Species
Council of British Columbia

SOCIAL SECTOR

Board members representing the social sector, which includes community or social interest groups such as universities, labor, family forest owners or government agencies.

Bettina Ring (SFI Secretary-Treasurer)

State Forester, Virginia Department of
Forestry

Steve Bullard

Provost and Vice President of
Academic Affairs, Henry M. Rockwell
Chair of Forestry,
Stephen F. Austin State University

Dr. Skeet (A.G.) Burris

Family forest landowner, Cypress Bay
Plantation

Bob Matters

Chair, United Steelworkers Union of
Canada Wood Council

Mark Rodgers

President and CEO, Habitat for
Humanity Canada

Charles Tattersall (Tat) Smith Jr.

Former Dean and Professor, Faculty of
Forestry, University of Toronto

SFI'S 3 CHAMBER BOARD REPRESENTS



+



+



SECTORS
EQUALLY

ECONOMIC



ENVIRONMENTAL



SOCIAL



CONTACT US



Kathy Abusow - 613-722-8734
President and CEO
kathy.abusow@sfiprogram.org



Nadine Block - 202-596-3456
COO and SVP, Public Affairs
nadine.block@sfiprogram.org



Paul Trianosky - 423-571-2562
Chief Conservation Officer
paul.trianosky@sfiprogram.org



Jason Metnick - 602-374-6539
Senior VP, Customer Affairs
jason.metnick@sfiprogram.org



Andrew de Vries - 613-424-8734
VP, Conservation and Indigenous Relations
andrew.devries@sfiprogram.org



Elizabeth Woodworth - 202-596-3452
VP, Communications and Community Outreach
elizabeth.woodworth@sfiprogram.org



James Griffiths - +41 (0) 79 291 62 40
VP, European Affairs
james.griffiths@sfiprogram.org



Gregor Macintosh - 778-351-3358
Senior Director, Standards
gregor.macintosh@sfiprogram.org



Barry Graden - 864-451-7958
Director, SFI Forest Partners® Program
barry.graden@sfiprogram.org



Danny Karch - 450-242-1233
Director, Community and Market Outreach
danny.karch@sfiprogram.org



Matthew Bonsall - 613-565-0627
Writer and Researcher
matt.bonsall@sfiprogram.org



Rachel Dierolf - 613-274-0124
Manager, SFI Office of Label Use and Licensing
rachel.dierolf@sfiprogram.org



Amy Doty - 202-596-3458
Manager, Community Outreach
amy.doty@sfiprogram.org



Jennifer Farant - 613-745-5840
Executive Assistant to Kathy Abusow
jennifer.farant@sfiprogram.org



Monika Gurzenski - 720-475-1500
Manager, Marketing and Communications
monika.gurzenski@sfiprogram.org



Rachel Hamilton - 613-745-3706
Coordinator, Statistics and Label Use
rachel.hamilton@sfiprogram.org



Julia Hershberger - 202-596-3455
Business Manager
julia.hershberger@sfiprogram.org



Rocco Saracina - 202-596-3459
Conservation Coordinator
rocco.saracina@sfiprogram.org



Amanda Del Sontro - 202-596-3470
Administrative Coordinator
amanda.del.sontro@sfiprogram.org

sfiprogram.org | info@sfiprogram.org

 /sustainable-forestry-initiative-inc
 /SustainableForestryInitiative
 @sfiprogram



Conference materials sponsored by:

