

SFI Communications Committee Conference Call

Tuesday, March 8, 2016; 1-3PM EST

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Proposed Agenda:

- Welcome and Roll Call
- Anti-Trust reminder
- Highlights from 2015
 - TreeHugger Metrics
 - Scorecard
- Review of Q1 and Preview of Q2
 - Press Releases
 - Selected articles
 - French communications
- ForestEthics activity & SFI responses to Date
 - GreenBiz
 - SFI Forest Partners
 - *Discussion: Do you think SFI is doing what it should on these attacks? Do you have other suggestions to bolster our credentials and positioning?*
- SFI Progress Report & Annual Conference Theme
 - Proposed Theme: “Who is in Your SFI Supply Chain?”
 - *Discussion: We would appreciate your feedback. The “Who is in Your SFI Supply Chain” theme will enable us to feature the broad diversity of the SFI Community and our constituents reinforcing that we are NOT an industry standard. For example, we can feature Tree Farmers, Loggers, University students, Conservationists, Aboriginal & Tribal Land representatives, African-American Landowners, state land representatives, Boy Scouts (as all of these representatives are in our certified supply chain) and of course our larger landowners, our mills and manufacturers etc. This direction enables SFI stories to come to the surface showing the diversity of our constituents and then we back stop each with data/progress/grants/ etc. as appropriate.*
- Annual Conference Theme
 - September 27-29 – Registration is open!
 - Sponsorship Package
 - Special discounts: Bring a customer.
Discussion: How should a customer event be structured? How do we attract more customers/brandowners?
 - *Discussion: Input appreciated on key speakers, panel ideas, etc. in line with theme*
- SFI Communications Committee In-person Mtg.
 - Next Mtg. (In-person @ DC Offices) May 11 9AM-3PM EST
 - Group dinner night prior, location TBD