



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE
Sustainable Forestry Initiative, Inc.
Central Region SIC Meeting

September 17, 2013

Submitted to Counsel 10/21/2013; Approved by Counsel 10/21/2013
Submitted to Central Region SIC leaders 11/27/2013; Approved by Central Region SIC leaders _____

This document will serve as the record of the proceedings of the September 17, 2012, meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) Central Region SIC.

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ACTION #	Action Item Description	Responsible	Deliver by:
01-SEP-2013-C/SIC	SFI Inc. staff to contact Michigan SIC chair to discuss various needs and outreach opportunities in the state.	Amy Doty	October 31, 2013
02-SEP-2013-C/SIC	SFI Inc. will review the Central Region's regionally specific discussion items and determine path forward as necessary.	Amy Doty	November 30, 2013

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PARTICIPANTS

	Committee members	Company		SFI Inc. Staff	Title
1.	Scott Robbins	Michigan SIC Director/MFPC	15.	Monika Gurzenski	Manager, Marketing and Research
2.	Tim Pulskamp	Future Wood Wisconsin SIC	16.	Paul Trianosky	Senior Director, Conservation Partnerships
3.	Dan Toivonen	Boise Paper			
4.	Tim O'Hara	MFI Minnesota SIC			
5.	Gordy Mouw	New Page Corp. Wisconsin SIC			
6.	Jim Marshall	UPM Blandin Paper Company Minnesota SIC			
7.	Dave Chura	MN Logger Education Program Minnesota SIC			
8.	Jim Hoppe	Packaging Corp of America			
9.	Howard Lindberg	Plum Creek, Michigan SIC			
10.	Mark Korkko	Molpus Timberlands Mgmt Michigan SIC			
11.	Bob Tomlinson	Minnesota DNR			
12.	Mark Reed	St. Louis County Land and Minerals			
13.	Rebecca Barnard	Minnesota DNR Forestry Minnesota SIC			
14.	Kent Mikkelson	Expera Specialty (Thilmany Papers)			

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Welcome, Introductions, Antitrust	Howard Lindberg, Meeting Chair, welcomed participants. Paul Trianosky provided the antitrust reminder.	
SIC Roundtable	<p>Participants provided an update on recent activities and accomplishments.</p> <p>MINNESOTA: Tim O'Hara noted that MN SIC has done outreach in a number of areas.</p> <ul style="list-style-type: none"> • They are developing an interactive education display and video for the Minnesota Forest History Center to promote the SFI program and responsible forest management to youth. • Trees to Track: Partnership with ATFS and Boy Scouts to create 2500 Certified Pinewood Derby Race Kits. The wood was harvested from the Boy Scout's Camp Wilderness and scouts will replant trees early next year. The project generated a lot of interest and T.V. appearances. • Created www.treezydoesit.com - the source for Minnesota K-12 teachers to go to for free, informative and interactive lessons about forests, forest products and other topics of interest. <p>WISCONSIN: Gordy Mouw presented Wisconsin's accomplishments:</p> <ul style="list-style-type: none"> • In final stages of developing a landowner outreach brochure, should be completed in October. • Starting a "forestry school" in the city of Milwaukee. • Find it challenging to react to Inconsistent Practices hotline, partnered with 3rd party to react to complaints. • SIC spends roughly \$120,000 annually on logger training, looking for ways to make more efficient use of the money, and possibly conducting online classes. <p>MICHIGAN:</p> <ul style="list-style-type: none"> • Focusing interest on targeting a broader audience. Participating in Teacher Outreach. Possibly set up a scholarship program, or a continuing education unit for Michigan Teachers to teach young kids about forestry. • Looking for website help from SFI and other SICs • Interested in partnering with Tree Farm and Boy Scouts and Habitat for Humanity, looking for inroads and introductions. • Would like to create an ad to be placed in a prominent hunting/fishing magazine. <p>ACTION: SFI Inc. staff to contact Michigan SIC chair to discuss various needs and outreach opportunities in the state.</p>	01-SEP-2013-C/SIC
Creating 2014 Priorities	<p>Participants discussed determining priorities and action items for 2014. Below are various items the SICs felt were necessary for 2014.</p> <ul style="list-style-type: none"> • Create a landowner outreach publication. If funds are available, SICs would like to see more market research, testing target messages, as well as assistance with placing ads in various publications locally. • The Michigan SIC would like to invest more resources into government and university outreach, i.e. a seminar, or part of curriculum. However, this would require assistance with promotion. 	

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	Participants discussed USGBC and LEED issue, and there is a general consensus to spend less time dealing with LEED.	
SFI Standard Revision Discussion	<p>Meeting attendees discussed Logger Certification Programs, noting there is a need for better consistency and further defining of criteria for recognizing logger training. Clear definition should exist between a Qualified and a Certified Logger. The group also noted the need to make the name more appealing to the general public.</p> <p>Attendees suggested developing a different rating system and different training requirements – making the training more stringent and better. This would provide value and recognition in becoming a master logger. Attendees also suggested to potentially partner with local DNR agencies. Comment was made that there isn't a difference in most companies' master vs. qualified logger. Attendees also noted the need for a defined term "master logger" within the SFI Standard, or not reference the term.</p>	
SIC Outreach Brochure	<p>Meeting attendees discussed the planned SFI SIC outreach brochure, and noted a brochure is a "lower priority" for the central region. Attendees recommended a brochure template, which SICs could tailor for their specific needs locally.</p> <p>If an SIC brochure is created, attendees recommended highlighting success stories, and the far reach of SICs beyond SFI program participant lands. Other specific topics/items to highlight include: 1) Plant trees/regenerate; 2) Protect water/BMPs; and 3) Land is available for supporting wildlife and open for recreation.</p>	
Regional Specific Discussion Items	<p>Meeting attendees discussed various regionally specific items. Below are various discussion points.</p> <ul style="list-style-type: none"> • Idea was brought up for a group certification in Lake States Region. It is difficult to sell SFI to small sawmills, could this be part of Forest Partners Program. Needs to be an incentive for sawmills, and need to find a way to get customers asking for it. • Suggested a group certification of Printers in Lake States Region (currently there isn't a single printer that is certified to SFI in Duluth or the Twin Cities area). Could Merchants and Wholesalers possibly become part of the SIC so they can see firsthand what is going on. • Should be more polling/market research done across Lake States. Would it be possible to include University Outreach in the polling? • More research on biomass and the sharing of research ideas and results across SICs with respect to Biomass • Greatest need for this region is a Central Region marketing person. One person regionally directed to help with marketing and promotion of SFI. SICs find it difficult to prioritize and be able to accomplish everything given their full-time jobs. 30% of SFI acres in North America are in the Lake States region and there is a great need to market this. SICs suggested contributing a certain amount that SFI would match in order to create this position. • Would be helpful to share annual reports among all SICs. Currently SICs send in reports, but don't ever see what everyone has submitted, only the grouped data figures in the progress report. • Big need for website help so each SIC can have a template and create their own page. <p>ACTION: SFI Inc. will review the Central Region's regionally specific discussion items and determine path forward as necessary.</p>	02-SEP-2013-C/SIC

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Wrap Up and Adjourn	Howard Lindberg thanked meeting participants and adjourned the meeting at 10:15 am.	