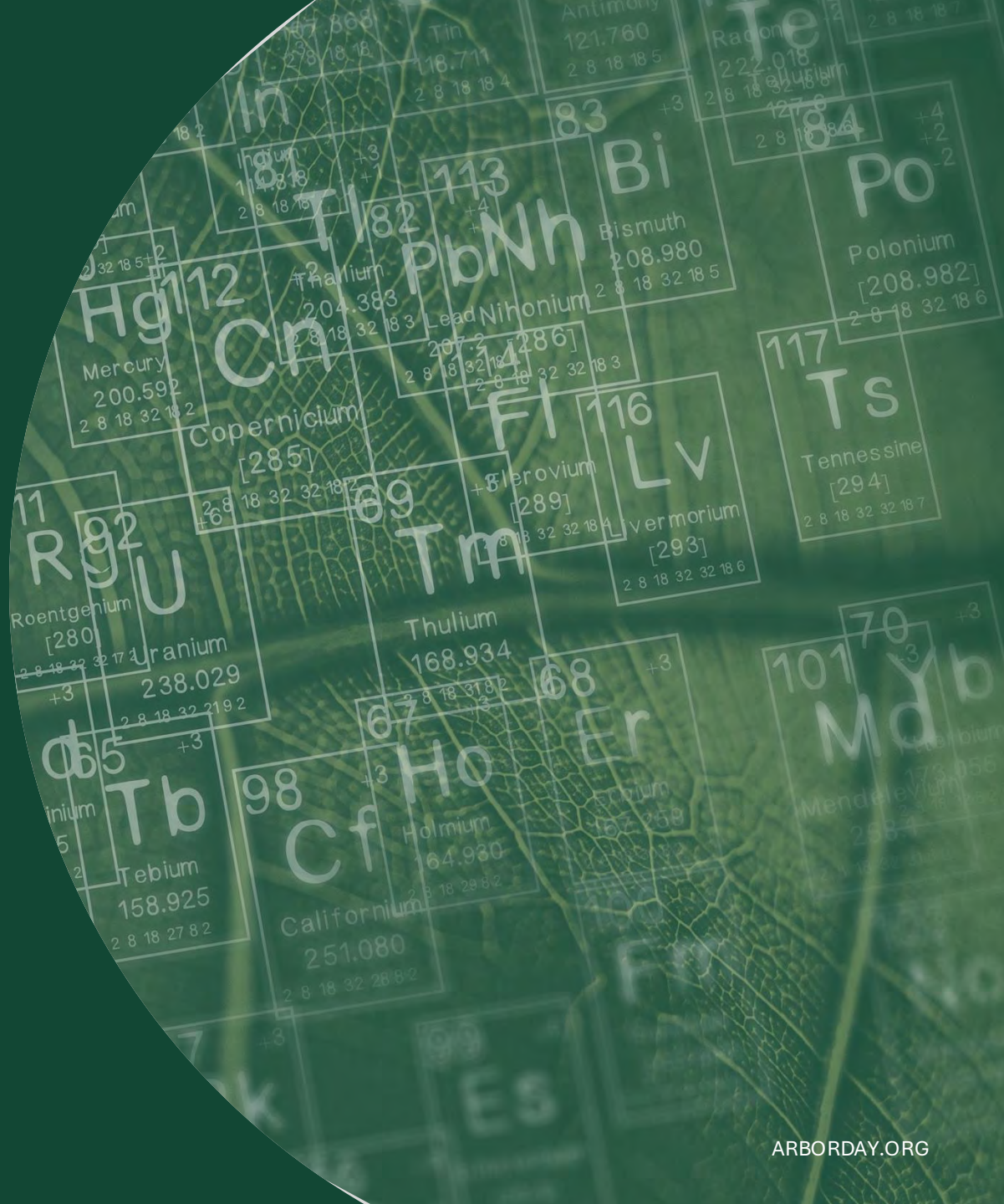
Arbor Day Foundation™

2025 SFI ANNUAL CONFERENCE

The Chemistry of Innovation for Forests and Communities

Dan Lambe
Chief Executive, Arbor Day Foundation

May 2025




2025 SFI ANNUAL CONFERENCE
INNOVATING FOR
FORESTS AND COMMUNITIES
SUSTAINABLE
FORESTRY
INITIATIVE
SFI-00001


30
1995–2025
YEARS



Arbor Day Foundation™

EST. 1972



Arbor Day Foundation™













































OUR MISSION

We inspire people to plant, nurture, and celebrate trees.











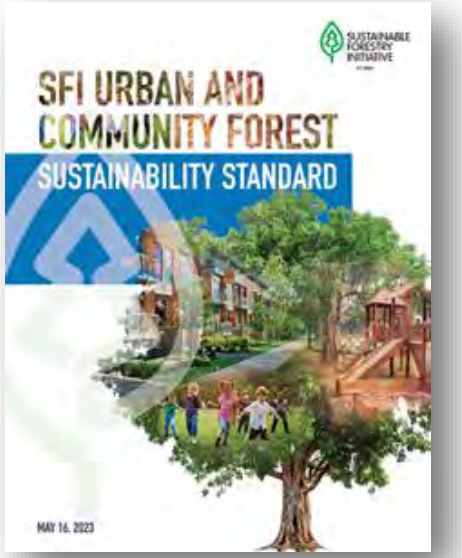


Arbor Day Foundation™

SUSTAINABLE FORESTRY INITIATIVE
SFI-00001

Innovation for Forests and Communities

Arbor Day Foundation™



Tree Campus™

Arbor Day Foundation™

PROJECT LEARNING TREE


KPMG


GP
Georgia-Pacific


HUBER


PCA
PACKAGING
CORPORATION
OF AMERICA


pwc


hp


NOVOLEX


International
Paper


P&G


Sylvamo


PREMIER
PACKAGING


WestRock


Kimberly-Clark


DEPARTMENT OF
NATURAL RESOURCES



9.7 million trees



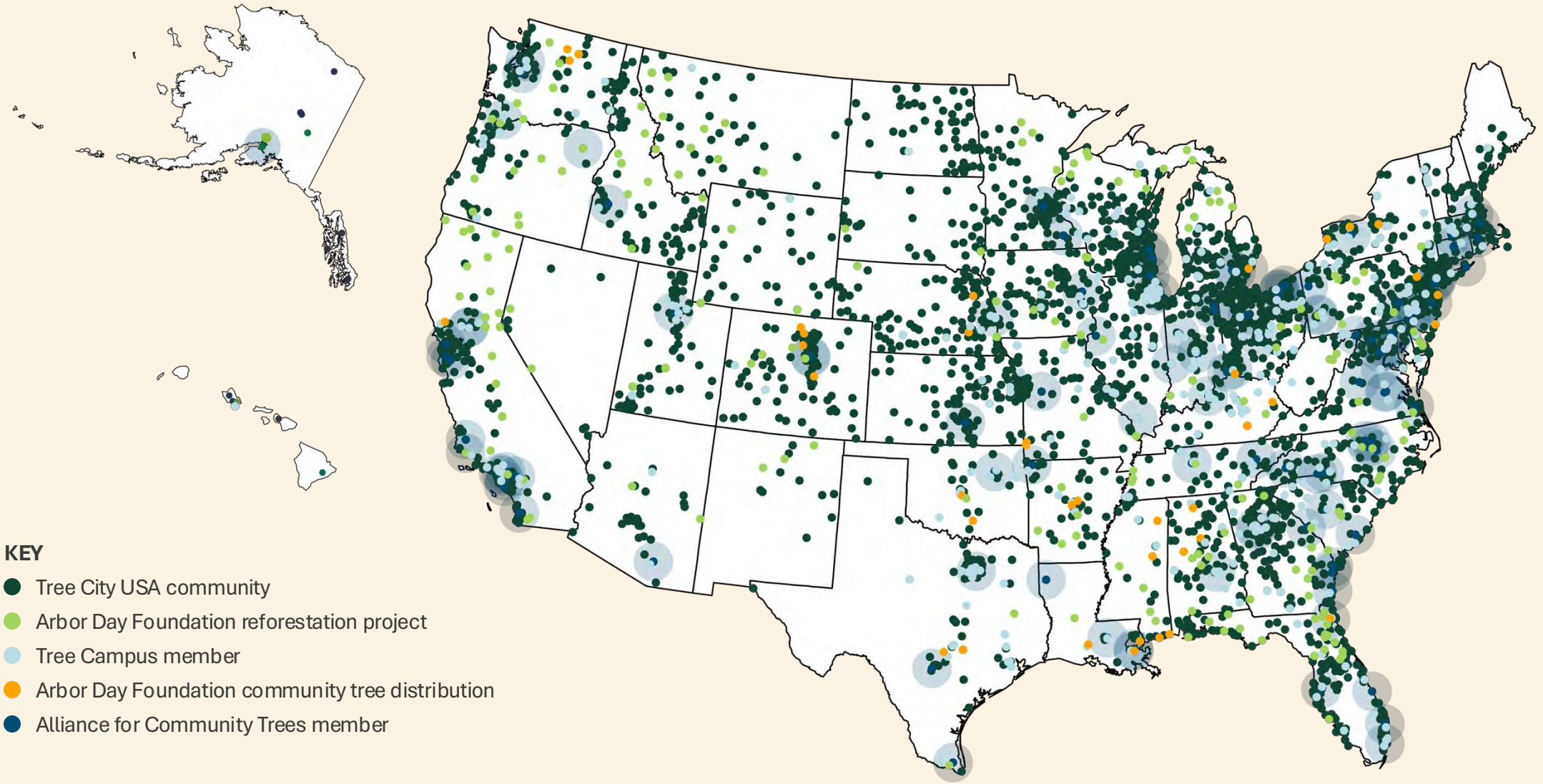




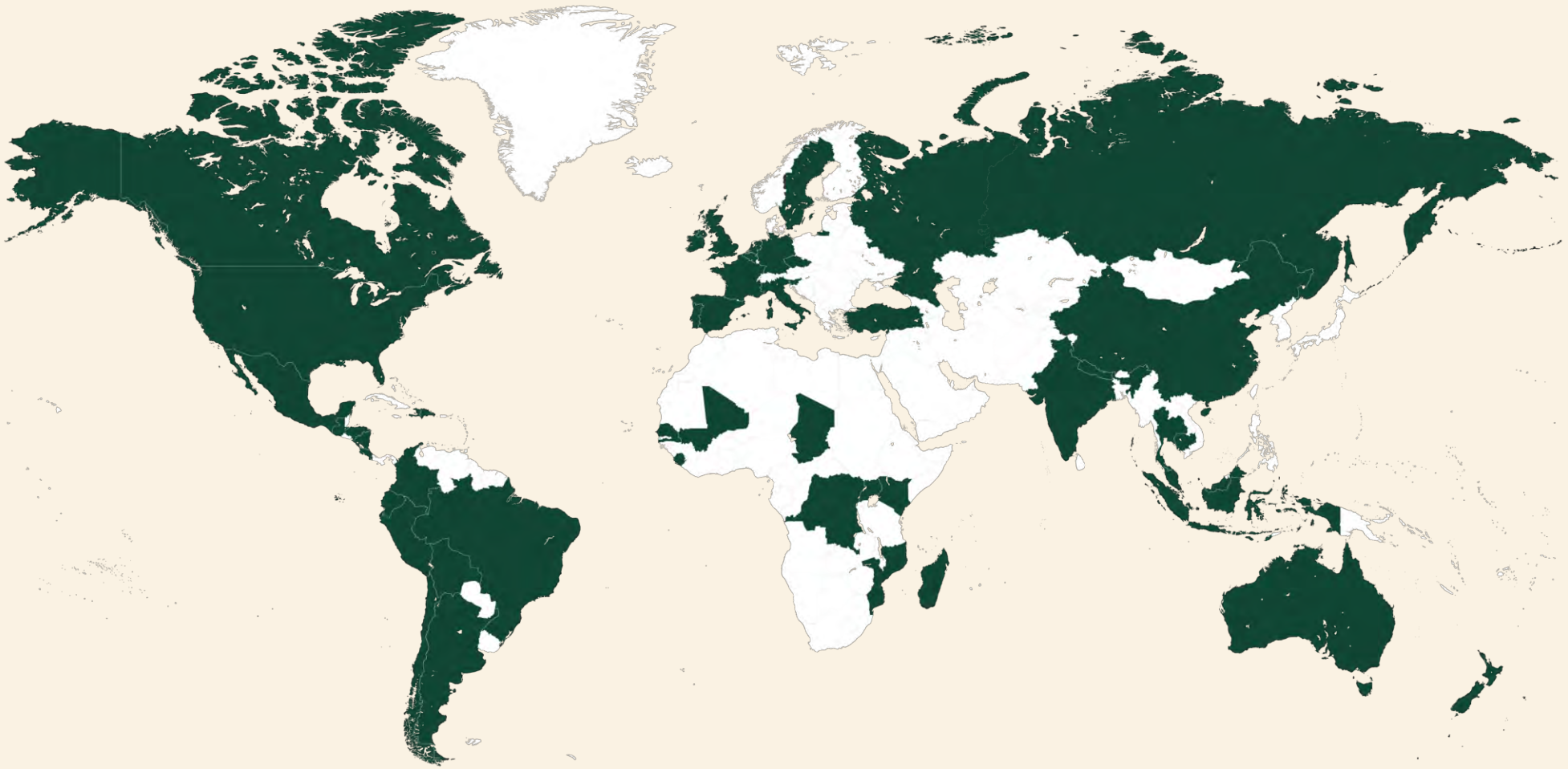





ALLIANCE FOR COMMUNITY TREES
Arbor Day Foundation
Tree City
USA
Arbor Day Foundation
Tree Line
USA
Arbor Day Foundation
Tree Campus
Arbor Day Foundation
ARBORDAY.ORG


KEY
Tree City USA community
Arbor Day Foundation reforestation project
Tree Campus member
Arbor Day Foundation community tree distribution
Alliance for Community Trees member

ARBOR DAY FOUNDATION GLOBAL PRESENCE



Arbor Day Foundation™













































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NOW IS THE TIME FOR TREES


2025 SFI ANNUAL CONFERENCE
INNOVATING FOR
FORESTS AND COMMUNITIES
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FORESTRY
INITIATIVE
SFI-00001

LEARN
SHARE
CONNECT




Jason Clay




SUGAR FACTORY
Café Int






2025 SFI ANNUAL CONFERENCE
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FORESTS AND COMMUNITIES
SUSTAINABLE
FORESTRY
INITIATIVE
SFI-00001


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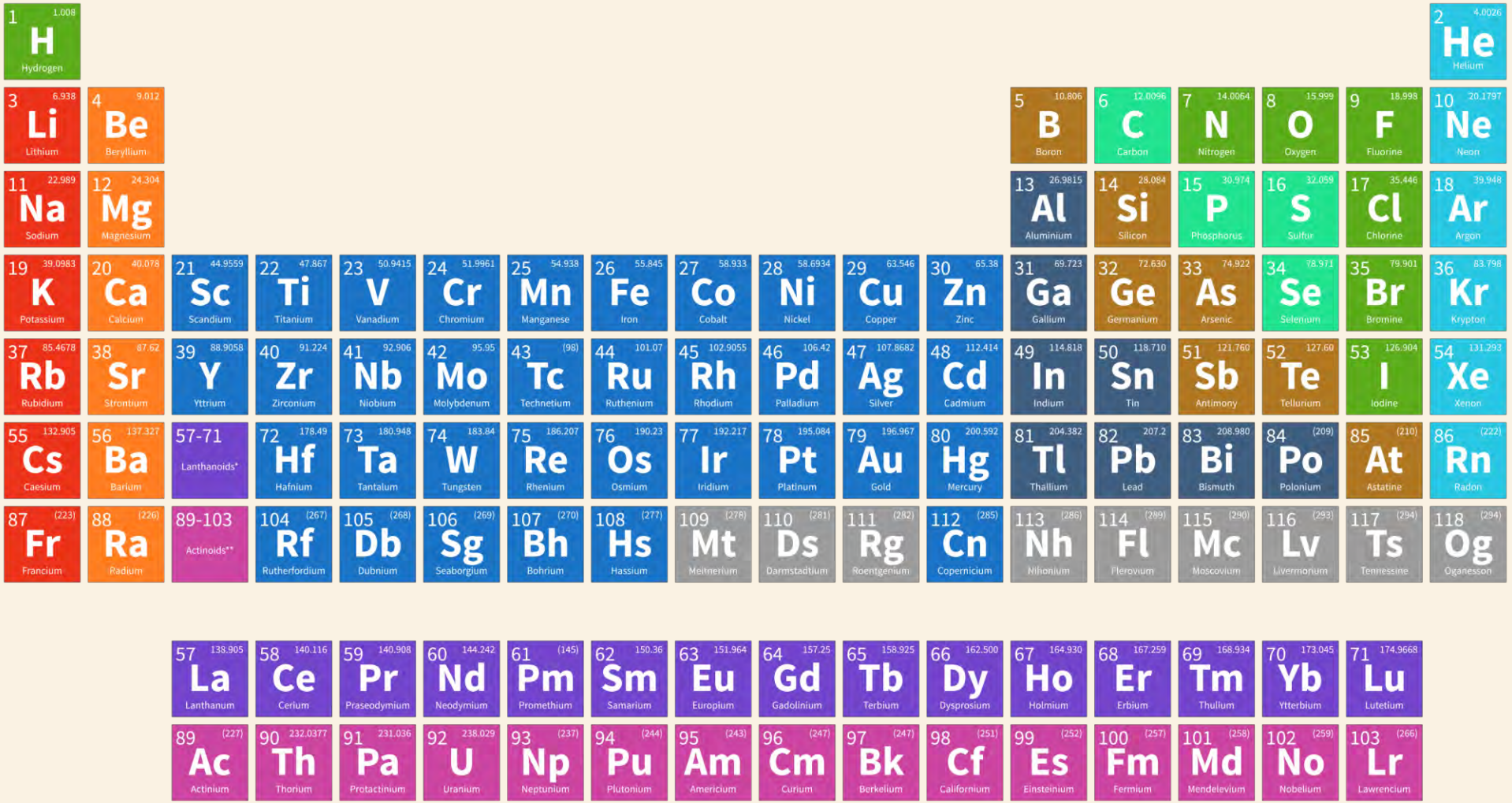
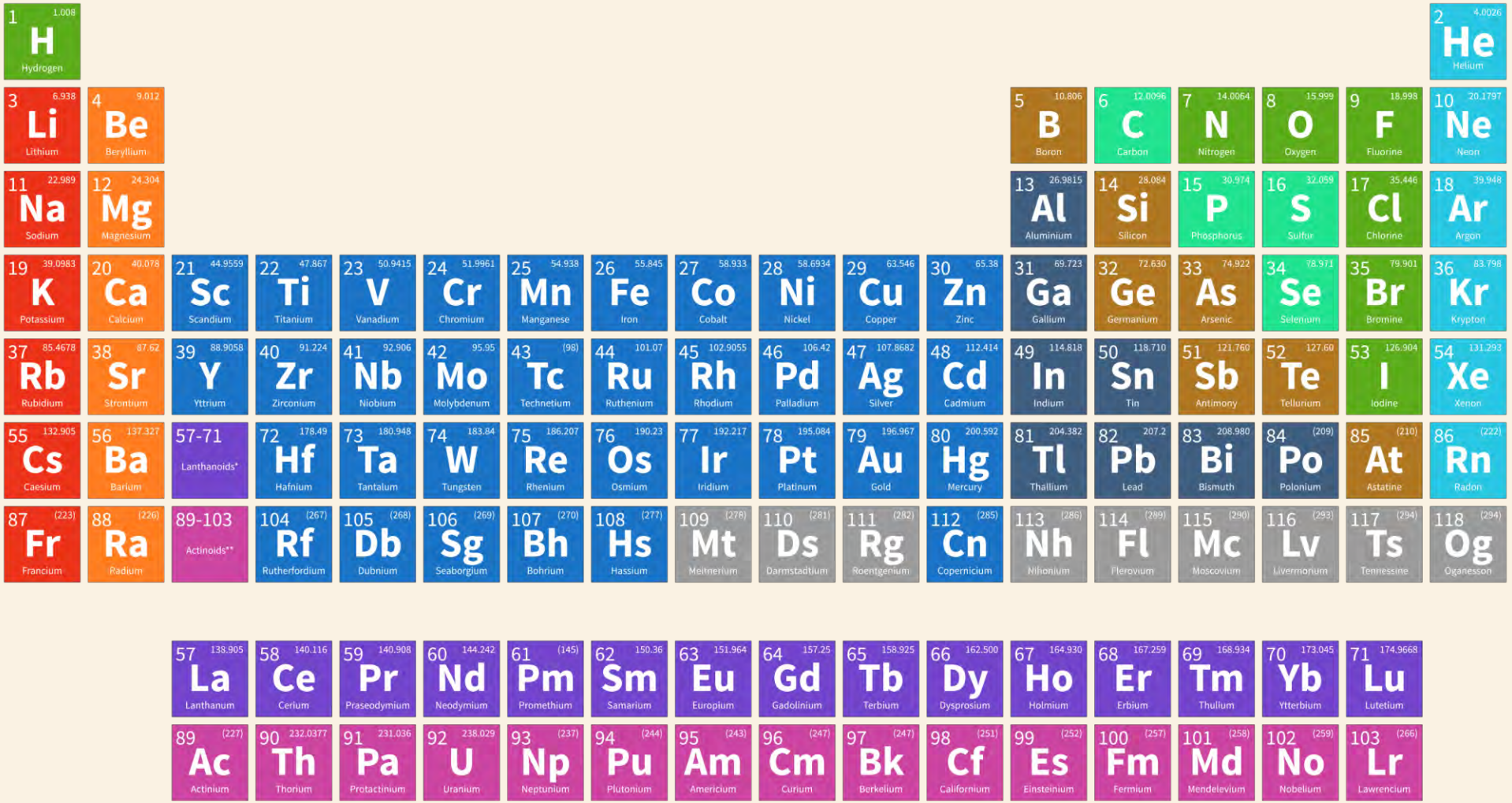

1 1.008 H Hydrogen
2 4.0026 He Helium
3 6.938 Li Lithium
4 9.012 Be Beryllium
5 10.806 B Boron
6 12.0096 C Carbon
7 14.0064 N Nitrogen
8 15.999 O Oxygen
9 18.998 F Fluorine
10 20.1797 Ne Neon
11 22.989 Na Sodium
12 24.304 Mg Magnesium
13 26.9815 Al Aluminium
14 28.084 Si Silicon
15 30.974 P Phosphorus
16 32.059 S Sulfur
17 35.446 Cl Chlorine
18 39.948 Ar Argon
19 39.0983 K Potassium
20 40.078 Ca Calcium
21 44.9559 Sc Scandium
22 47.867 Ti Titanium
23 50.9415 V Vanadium
24 51.9961 Cr Chromium
25 54.938 Mn Manganese
26 55.845 Fe Iron
27 58.933 Co Cobalt
28 58.6934 Ni Nickel
29 63.546 Cu Copper
30 65.38 Zn Zinc
31 69.723 Ga Gallium
32 72.630 Ge Germanium
33 74.922 As Arsenic
34 78.971 Se Selenium
35 79.901 Br Bromine
36 83.798 Kr Krypton
37 85.4678 Rb Rubidium
38 87.62 Sr Strontium
39 88.9058 Y Yttrium
40 91.224 Zr Zirconium
41 92.906 Nb Niobium
42 95.95 Mo Molybdenum
43 (98) Tc Technetium
44 101.07 Ru Ruthenium
45 102.9055 Rh Rhodium
46 106.42 Pd Palladium
47 107.8682 Ag Silver
48 112.414 Cd Cadmium
49 114.818 In Indium
50 118.710 Sn Tin
51 121.760 Sb Antimony
52 127.60 Te Tellurium
53 126.904 I Iodine
54 131.293 Xe Xenon
55 132.905 Cs Caesium
56 137.327 Ba Barium
57-71 Lanthanoids*
72 178.49 Hf Hafnium
73 180.948 Ta Tantalum
74 183.84 W Tungsten
75 186.207 Re Rhenium
76 190.23 Os Osmium
77 192.217 Ir Iridium
78 195.084 Pt Platinum
79 196.967 Au Gold
80 200.592 Hg Mercury
81 204.382 Tl Thallium
82 207.2 Pb Lead
83 208.980 Bi Bismuth
84 (209) Po Polonium
85 (210) At Astatine
86 (222) Rn Radon
87 (223) Fr Francium
88 (226) Ra Radium
89-103 Actinoids**
104 (267) Rf Rutherfordium
105 (268) Db Dubnium
106 (269) Sg Seaborgium
107 (270) Bh Bohrium
108 (277) Hs Hassium
109 (278) Mt Meitnerium
110 (281) Ds Darmstadtium
111 (282) Rg Roentgenium
112 (285) Cn Copernicium
113 (286) Nh Nihonium
114 (289) Fl Flerovium
115 (290) Mc Moscovium
116 (293) Lv Livermorium
117 (294) Ts Tennessine
118 (294) Og Oganesson
57 138.905 La Lanthanum
58 140.116 Ce Cerium
59 140.908 Pr Praseodymium
60 144.242 Nd Neodymium
61 (145) Pm Promethium
62 150.36 Sm Samarium
63 151.964 Eu Europium
64 157.25 Gd Gadolinium
65 158.925 Tb Terbium
66 162.500 Dy Dysprosium
67 164.930 Ho Holmium
68 167.259 Er Erbium
69 168.934 Tm Thulium
70 173.045 Yb Ytterbium
71 174.9668 Lu Lutetium
89 (227) Ac Actinium
90 232.0377 Th Thorium
91 231.036 Pa Protactinium
92 238.029 U Uranium
93 (237) Np Neptunium
94 (244) Pu Plutonium
95 (243) Am Americium
96 (247) Cm Curium
97 (247) Bk Berkelium
98 (251) Cf Californium
99 (252) Es Einsteinium
100 (257) Fm Fermium
101 (258) Md Mendelevium
102 (259) No Nobelium
103 (266) Lr Lawrencium

PERIODIC TABLE OF THE ELEMENTS

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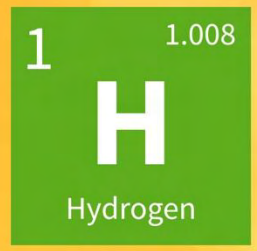
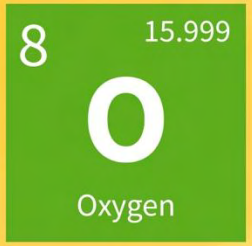
CATALYST


1
1.008
H
Hydrogen
8
15.999
O
Oxygen




1
1.008
H
Hydrogen


6
12.0096
C
Carbon


8
15.999
O
Oxygen









Chocolate



CHEMISTRY

CATALYST

Urban Planners
Public Works Directors
Campus Arborists
Arts Community
Landscape Architect
State Forestry Boards
Consultants
Forest Managers
City Foresters
Climbers
Community Foundations
State Conservationists
City Councils
Councils of Government
Colleges
Corporate Partner
Communications Specialists
Donors
Physicians
Transportation Departments

Environmental Educators
Federal Agencies
Emergency Managers
County Forester
Grounds Managers
Private Landowners
City Managers
Landscapers
Mayors
Media
Nursery Managers
Municipal Forester
Nature Educators
State Foresters
Neighbors
Neighborhood Association
Non-Profit
Arbor Day Foundation
Park Superintendents
Parks Directors

Resiliency Director
Researchers
Scientists
Schools
Municipal Arborists
Students
Tree Boards
Technology Company
Teachers
University Scholars
Utility Arborists
State U&CF Coordinators
State U&CF Councils
Urban Foresters
Sustainability Directors
Forest Service
Utility Companies
Volunteers
Watershed Agencies
Youth

Private Landowners

Private Landowners



Forest Managers

Forest Managers

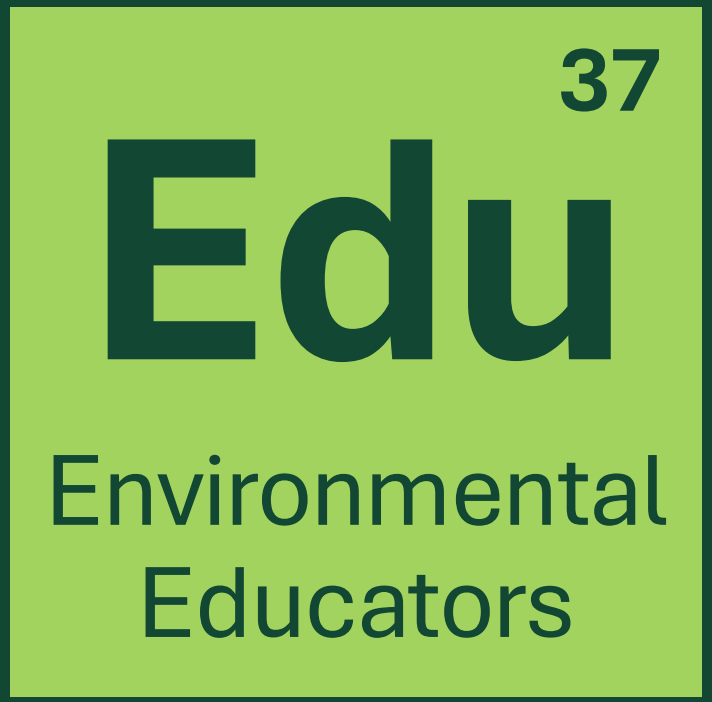


Government Officials

Government Officials



Environmental Educators



Corporate Partners



University Scholars



Urban Planners
Public Works Directors
Campus Arborists
Arts Community
Landscape Architect
State Forestry Boards
Consultants
Forest Managers
City Foresters
Climbers
Community Foundations
State Conservationists
City Councils
Councils of Government
Colleges
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Donors
Physicians
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Sustainability Directors
Forest Service
Utility Companies
Volunteers
Watershed Agencies
Youth


Universities
Consultants
Scientists
Climbers
State Foresters
Neighborhood Associations
Urban Planners
Youth
Federal Agencies
Watershed Agencies
Technology Companies
Corporate Partners
Researchers
Community
Hospitals
Donors
Utility Companies
Volunteers
City Managers

PERIODIC TABLE OF FOREST INNOVATION

1 **H** Hospitals										2 **Cm** Community Foundations
3 **U** Land Grant Universities	4 **Fe** Federal Agencies				5 **ADF** Arbor Day Foundation	6 **C** Consultants	7 **N** Nature Educators	8 **Cf** City Foresters	9 **FEMA** Emergency Managers	10 **Nb** Neighbors
11 **Np** Nonprofits	12 **Mg** Nursery Managers				13 **Art** Arts Communities	14 **Stu** Students	15 **Pa** Park Superintendents	16 **S** Scientists	17 **Cl** Climbers	18 **Arb** Campus Arborists
19 **Co** City Councils	20 **Cr** Corporate Partners	21 **Sch** University Scholars	22 **Tb** Tree Boards	23 **Lnd** Landscapers	24 **Gd** Grounds Managers	25 **APA** Urban Planners	26 **Md** Media	27 **Col** Colleges	28 **Brd** State Forestry Boards	29 **NASF** State Foresters
30 **Rd** Resiliency Directors	31 **Mn** Municipal Foresters	32 **Y** Youth	33 **For** Forest Managers	34 **Ce** City Engineers	35 **APWA** Public Works Directors	36 **SMA** Municipal Arborists	37 **Edu** Environmental Educators	38 **Te** Teachers	39 **Gov** Government Officials	40 **M** Mayors
41 **Cs** Communication Specialists	42 **D** Donors	43 **Ufc** State U&CF Councils	44 **Nh** Neighborhood Associations	45 **ASLA** Landscape Architects	46 **Tc** Technology Companies	47 **Pd** Parks Directors	48 **Doc** Physicians	49 **Pt** Patients	50 **Aq** Air Quality Regulators	51 **ICMA** City Managers
52 **W** Watershed Agencies	53 **Re** Researchers	54 **DOT** Transportation Departments	55 **UAA** Utility Arborists	56 **Cn** State Conservationists	57 **Ut** Utility companies	58 **Urb** Urban Foresters	59 **USFS** Forest Service	60 **V** Volunteers	61 **UCF** State U&CF Coordinators	62 **Usd** Sustainability Directors

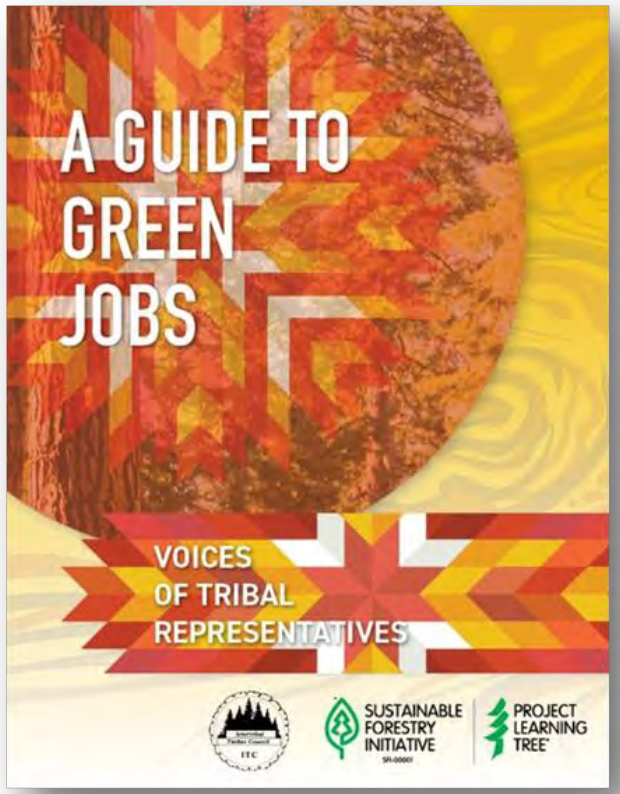
Schools Mayors

y Foundations

Nonprofits

Arbor Day Foundation™


CLEMSON
UNIVERSITY







Intertribal Timber Council
ITC


GP
Georgia-Pacific

CATALYST

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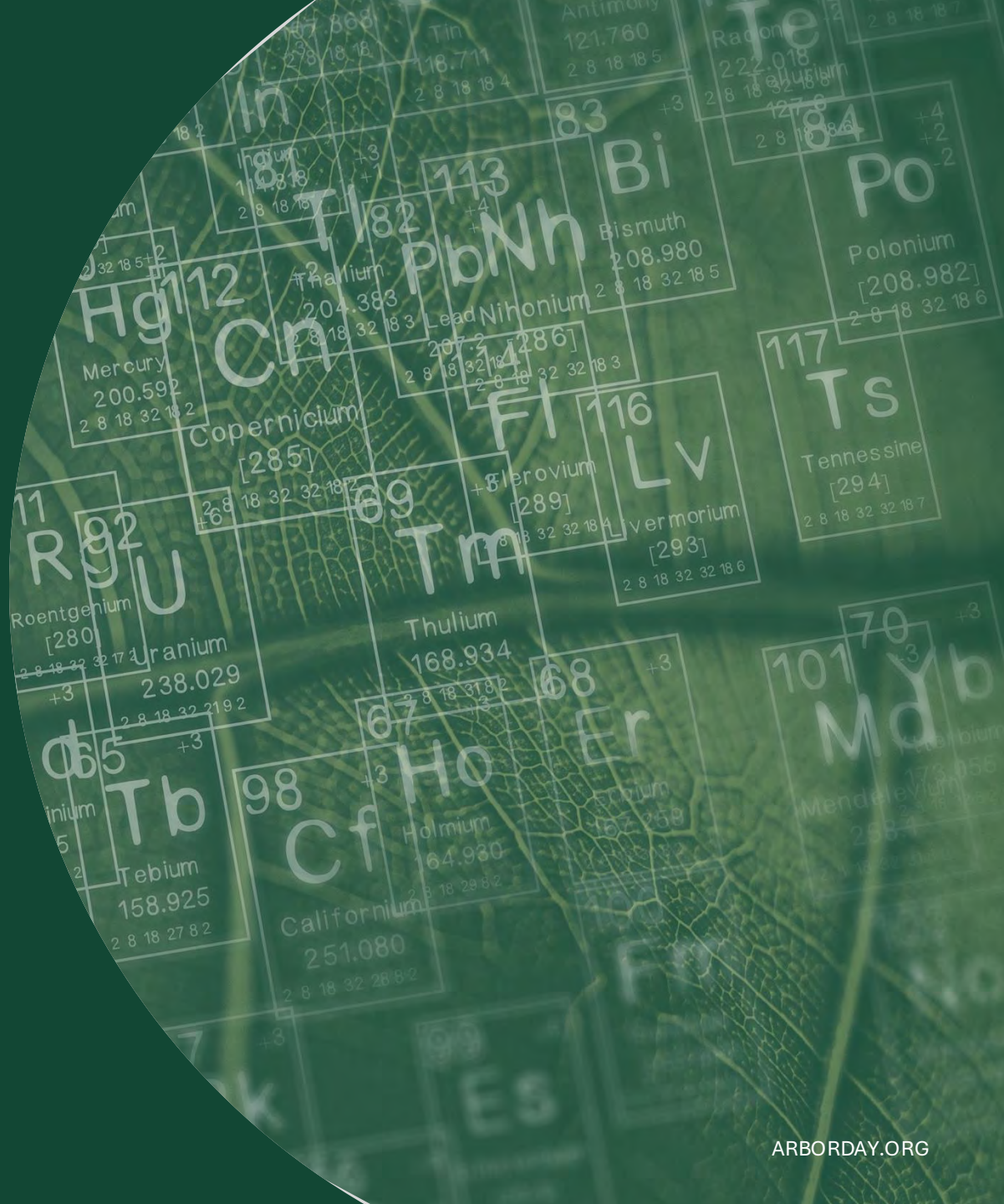
May 2025



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