



# BETTER CHOICES FOR THE PLANET



SFI is pleased to announce that our project, "Advancing Social Impact Using Mass Timber in Industrial Building Types," has been awarded a **2022 Wood Innovations Grant** by the **US Forest Service** and will receive more than \$200,000 in funding.

**Building with certified wood** plays a key role in mitigating climate change, improving occupant health and well-being, and bridging the gap between rural and urban economic development.

### REGISTER VIRTUALLY OR JOIN US IN PERSON AND WIN 2 FREE NIGHTS AT THE HOTEL

The 2022 SFI/PLT Annual Conference is less than three weeks away! **From now until tomorrow**, if you register to attend in person, you will be entered in a draw for **two free nights** at the **Madison Concourse Hotel and Governor's Club**.

**JOIN US!**  
**COLLABORATING**  
FOR COMMUNITIES AND FORESTS

**2022 SFI/PLT ANNUAL CONFERENCE**  
JUNE 14-17, 2022 MADISON, WISCONSIN  
forests.org

[VIEW THE SPEAKER LINEUP](#)

[REGISTER TO ATTEND IN PERSON OR ONLINE](#)

Can't make it in person? We're offering virtual registration through Whova. [Learn more](#) about the full suite of registration options.

### 2022 SFI CHAIN OF CUSTODY STANDARD ENDORSED BY PEFC, SFI ATTENDS THE 2022 PEFC ANNUAL MEETING

SFI's **2022 Chain of Custody Standard** has met the rigorous third-party assessment from the **Programme for the Endorsement of Forest Certification (PEFC)**. Organizations certified to SFI's 2022 Chain of Custody standard can now apply the PEFC on-product label and make PEFC claims, giving them more options to meet customer demand worldwide. [Learn more about PEFC's endorsement.](#)

Earlier this month, members of the SFI team participated in the 2022 PEFC Alliance Meetings. After more than two years, it was a pleasure to rejoin the alliance for face-to-face meetings! Jason Metnick also presented "Leadership in ESG" and "Extracting Value from Annual Data Collection."

### SFI WELCOMES SOCIETY OF AMERICAN FORESTERS CEO TO ITS BOARD OF DIRECTORS

SFI is pleased to announce that Terry Baker, CEO of the Society of American Foresters (SAF), **has been unanimously elected by SFI's Board of Directors** to serve a three-year term as a member of the SFI Board's Environmental chamber.

SFI NAMES  
**TERRY BAKER**  
NEW ENVIRONMENTAL  
CHAMBER BOARD MEMBER



### REGISTER FOR THE SFI CONSERVATION IMPACT SOUNDING BOARD WORKSHOP

Join us Thursday June 16, 12:30pm to 4:30 pm for an interactive workshop to learn about SFI's upcoming publication, "SFI's Conservation Impact: A Decade of Success," and discuss communications to drive understanding and impact.

**REGISTER NOW** FREE TO ATTEND **12-5PM CST**  
**JUNE 16, 2022**

**SFI'S CONSERVATION IMPACT SOUNDING BOARD WORKSHOP**  
Following the SFI Annual Conference



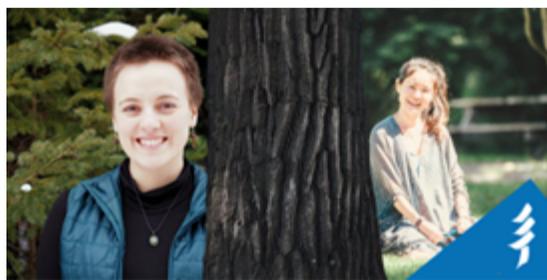
The linkage between conservation outcomes and SFI's new standards will also be discussed. **Open to all—register here!**

### SFI IS HIRING A LEADER FOR ITS CONSERVATION TEAM

With the recent announcement of SFI's **Chief Conservation Officer Paul Trianosky retiring**, SFI is looking for an individual to lead the conservation pillar and provide oversight over all conservation programs. [Learn more about the position.](#)

### A PASSION FOR ENVIRONMENTAL EDUCATION DRIVES THIS BUSY MENTEE-MENTOR RELATIONSHIP

Green mentor Jasmine Chou and mentee Kaitlyn Adam are busily pursuing their passion for environmental education. So busy, in fact, that fitting in time to build a mentoring relationship might have seemed like a stretch.



[Read how PLT Canada's Green Mentor](#) program has helped build successful, productive, and trusting relationships.

