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SFI® Inc. Welcomes New Board Members

FOUR NEW MEMBERS were recently elected to the Sustainable Forestry Initiative® Inc. (SFI) Board of Directors — Roger Sedjo, Senior Fellow, Resources for the Future; Mike Zagata, Executive Director and CEO of the Ruffed Grouse Society; Robert A. (Bob) Luoto, representing independent logging professionals and the American Logging Council; and Henry (Hank) Ketcham, Chairman, President and CEO, West Fraser Timber Co. Ltd.

Outgoing Board Chair John A. Luke Jr., Chairman and CEO of MWV, welcomed the new members, noting that they will maintain the expertise and knowledge needed to ensure the SFI Board represents environmental, social

and economic issues equally.

“I want to thank my colleagues for their support during a time when so much was achieved and the program experienced record growth,” he said. “I was extremely fortunate to have had the opportunity to work with Kathy Abusow, who has contributed so much to the program since she joined SFI Inc. less than a year ago. I also want to extend my best wishes to the new board as members continue this important work.”

SFI Inc. President and CEO Kathy Abusow thanked John Luke Jr. for his leadership during

Continued on page 2

New York Certifies State-Owned Forests

NEW YORK STATE RECENTLY announced it has certified all state-owned forestlands outside the Adirondack and Catskill parks to credible programs, including the SFI Standard.

“We’re very proud of this recognition,” says Pete Grannis, Commissioner of the New York State Department of Environmental Conservation. “It not only validates the state’s efforts to practise forestry in an economically, environmentally and socially responsible way, but also adds value to our forest products.”

“Sustainable forest management can provide habitat to many species of birds and other wildlife, and also support the economies of rural



Those attending the news conference marking New York State’s forest certification included Christian Lupo (left), General Manager for NSF International and Alexander B. (Pete) Grannis, Commissioner of the New York Department of Environmental Conservation.

Continued on page 8

100th Printer Certified to SFI Program

STANDARD REGISTER has earned the 100th SFI chain-of-custody certification for printers. This is just two years after Pictorial Offset became the first printer to earn SFI chain-of-custody certification early in 2006.

“Standard Register has a strong commitment to the environment, as do our customers,” says Tom Furey, Vice President and General Manager

of Standard Register. “SFI certification confirms that our customers are making an educated, environmental choice about the products they buy.”

Standard Register offers document and label solutions, technology solutions, consulting and print supply chain services to help clients manage documents. For more information, contact Jason Metnick.

NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

Admore, Inc., Macomb, MI
Advance Paper Box Company/Packaging Spectrum, Los Angeles, CA
Advanced Printing of NY, New York, NY
Action Envelope, Lindenhurst, NY
Albuquerque Printing Company, Albuquerque, NM
Allied Litho, Inc, Kansas City, MO
American Sheetfed, Carol Stream, IL
Atlantic Corporation of Wilmington Inc., Charlotte, NC
Bowne of Toronto, Toronto, ON
Brilliant Graphics, Exton, PA
Brown Printing, Waseca, MN; Woodstock, IL; East Greenville, PA
Campbell Printing, Dalton, GA
Capital Offset Company Inc., Concord, NH
Central Michigan Hardware, Coopersville, MI
Chicago Press, Chicago, IL
ColorDynamics Inc., Dr. Allen, TX
Collinsville Printing, Collinsville, VA
Continental Press, Concord, ON
Cray Inc. d/b/a/ Media Graphics/Total Lithography, Los Angeles, CA
CTI Paper Group, Inc., Neenah, WI
Daniels Graphics, Asheville, NC
Datatel Resources Corporation, Monaca, PA
Deltacraft Converting, Buffalo, NY
Edgewater Partners LLC dba LoyaltyExpress/Little Moose LLC, Woburn, MA
Jostens, Minneapolis, MN
Las Vegas Color Graphics, Las Vegas, NV
Lawton Printers, Casselberry, FL
Malloy Incorporated, Ann Arbor, MI
Manistique Papers Inc., Manistique, MI
MeadWestvaco, Cottonton, AL; Covington, VA; Evandale, TX
Mossberg & Co., South Bend, IN
Napco Inc., Sparta, NC
NewPage Corporation, Port Hawkesbury, NS
Original Impressions, Miami, FL
Paris Business Products, Westampton, NJ
Preferred Printing Co. Inc./Preferred Printing Enterprises, LLC, Trumbull, CT
Princeton Forest Products, Inc., Orange, MA
Printmasters Professional Printers Inc., Greenville, SC
Quad Graphics, Inc., Sussex, WI
Reliable Graphics, Van Nuys, CA
Rufus Deering Lumber Co., Portland, ME
Seaman Paper Company of MA. Inc., Baldwinville, MA
Service Communication and Solutions LLC, dba Service Wed Offset, Chicago, IL
Standard Press Inc., Atlanta, GA
Standard Register Company, Salisbury, MD
The John Roberts Company, Minneapolis, MN
The Odee Company, Dallas, TX
Timeplanner Calendars Inc. Journalbook, Charlotte, NC
Triangle Printers, Skokie, IL

MESSAGE FROM RICK HOLLEY, CHAIR OF THE SFI INC. BOARD OF DIRECTORS

THERE HAS NEVER BEEN A BETTER TIME to have the privilege of chairing the SFI Inc. Board of Directors. Corporate social responsibility and consumer awareness of forest issues are high, and the demand continues to climb for products that represent the right environmental choice.

The SFI program is well positioned because it offers tools to deliver this assurance through forest, fiber sourcing and chain-of-custody certification, and through on-product labeling.

Much of this is due to the fact that our multi-stakeholder board understands the importance of collaboration. Each member — whether in the environmental, social or economic chamber — brings their own perspective to the table yet together we share a common goal: to champion responsible forest management and to maintain forest values for today and for future generations. We work together to tackle environmental issues and at the same time make sure the marketplace has quality forest products.

I am excited about my role as chair of the SFI Inc. Board. We are dealing with new issues such as climate change and carbon, and recognize the market expects us to find meaningful, practical responses. SFI Inc. can meet these expectations because we have more than a decade of experience in continuously improving forest practices. In addition, this summer we are about to begin the review process leading to the SFI 2010-2014 Standard.

I would like to thank former chair SFI John Luke Jr. for his excellent leadership over the past two years. He led SFI Inc. through many significant accomplishments



and a period of record growth. I would also like to acknowledge departing members George Fenwick and Joe Young for their dedication, and trust they will continue to be involved with the SFI program.

To our new and returning board members, I look forward to working with you to continue to meet the many challenges and opportunities ahead for SFI Inc. Together, we will reach out to our ever-growing list of program participants and to our many supporters, from conservation groups to governments to communities.

It is an important time for our program, for our forests and for our future. Consumers need to understand they can use their purchasing decisions to reward companies, such as those with SFI certification, that show they care about forests.

By working together, we can find solutions that are good for our forests, good for our communities and good for business.

NEW MEMBERS from page 1

a year of transition and at a time when the SFI program experienced an immense increase in certifications and market awareness. “John Luke Jr. showed how the SFI program is able to draw together so many different interests to improve forest management and to make a difference for the environment in North America, and globally, while meeting market demand.”

Abusow also thanked departing board members George Fenwick, President, the American Bird Conservancy, and Joe Young, President, Low Country Forest Products Inc., for their service.

Rick R. Holley, President & CEO, Plum Creek Timber Company Inc., was selected to take on the role of board chair, with

Marvin Brown of the Oregon Department of Forestry as vice chair and Mary Motlow of Cumberland Springs Land Co. as secretary-treasurer.

SFI Inc. is an independent non-profit charitable organization. Its board is responsible for the SFI program, including setting and implementing the forest certification standard following a public review process. SFI Inc. bylaws require the 18-member board to have six members each from environmental, social and economic chambers.

See page 4 for more information about the new board members, and for a full list of board members, visit www.sfi.org/board.cfm

NEW SFI STANDARD CERTIFICATIONS

B.C. Timber Sales – Okanagan-Columbia Business Area
874,381 acres (353,850 ha)

NEW SFI FIBER SOURCING CERTIFICATIONS

Esselte Corporation
Smead
McShan Lumber Company
V.G. Reed & Sons Inc., KT

PROGRAM PARTICIPANTS

228

FIBER SOURCING CERTIFICATIONS

85

AREA THIRD-PARTY CERTIFIED to the SFI 2005-2009 Standard

151.4 million acres (61.3 million hectares)

CHAIN-OF-CUSTODY CERTIFICATES

196

CHAIN-OF-CUSTODY CERTIFIED LOCATIONS

(A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.)

534

TRADE SHOW UPDATE

Watch for SFI Inc. staff at a number of trade shows in May, including:

- May 11-13, the National Association of Home Builders Green Build Conference in New Orleans
- May 12-14, the Canadian Marketing Association annual convention and trade show in Toronto
- May 15-17, the American Institute of Architects conference and expo in Boston
- May 19 to 21, the 25th annual conference for Catalog and Multichannel Merchants in Orlando

SFI Implementation Committee representatives will attend the Northeastern Loggers Association Loggers Expo, Essex Junction, VT (May 9-10) and the 2008 Expo Richmond (Loggers Expo), Richmond, VA (May 16-17).

In April, SFI Inc. had exhibits at the High Point Furniture Market in High Point, NC, and the Virginia Forestry Association Annual Convention in Roanoke, VA. In March and April, SFI staff also attended SFI Implementation Committee meetings, including one led by Oregon SIC Chair Brad Holt in Salem, and another by Mississippi SIC Chair James Matthews in Jackson.

For more information, contact Amy Doty.

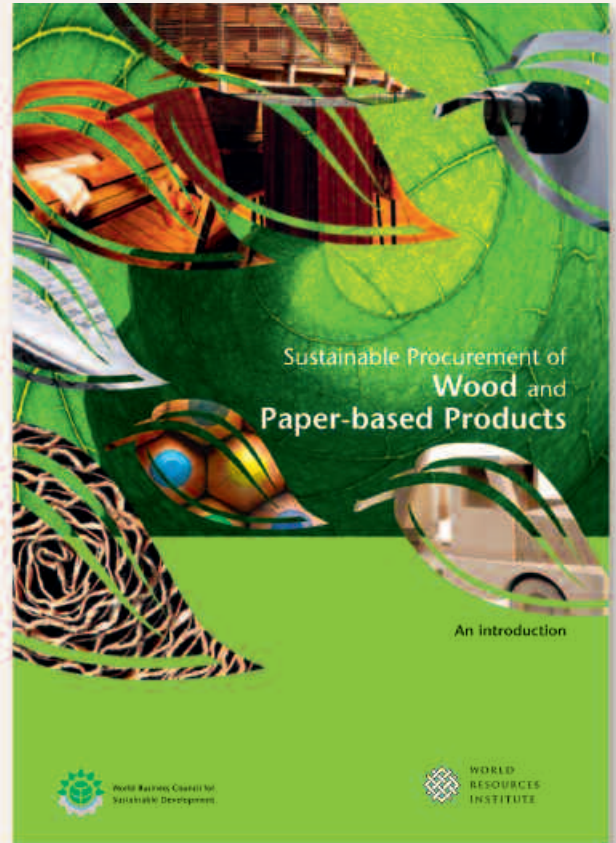
International Toolkit highlights SFI advantages

THE WORLD BUSINESS COUNCIL for Sustainable Development and the World Resources Institute recently produced a toolkit to help corporate managers define and implement sound procurement policies when buying products originating from the world's forests.

The guide includes a full report called Sustainable Procurement of Wood and Paper Based Products with the top 10 questions corporate managers should ask when buying forest-based products and a list of resources. There is also a shorter overview report, and a website with a spreadsheet tool.

"Finding credible purchasing information around the complexity of the issues — including forestry, climate change, energy, and manufacturing — has always been a maze," says David J. Refkin, Director of Sustainable Development at Time Inc. "This is a virtual Rolodex of the issues and resources out there."

The report's introduction includes a table listing the positive attributes of the SFI procurement objectives, such as delivering credible information about products, ensuring they come from legal sources, supporting sustainable forest management and addressing social issues. The full report includes many



references to SFI procurement requirements as well those of the Programme for the Endorsement of Forest Certification schemes (PEFC), which has endorsed the SFI Standard.

The full report is available on-line at www.sustainableforestprods.org or can be ordered through www.earthprint.com/Product.aspx?n=WBCSD0138 For more information, contact Allison Welde.

MWV Receives SFI and PEFC Chain of Custody Certifications

GLOBAL PACKAGING PRODUCER MWV has received chain-of-custody certification to the SFI and PEFC standards.

"MWV has an unwavering commitment to sustainability in all that we do, and our customers depend on us to help them fulfill their own sustainability promises," said John A. Luke, Jr., Chairman and CEO of MWV. "We are keenly aware of the importance of responsible sourcing, and

these third-party certifications illustrate our dedication to being good stewards of the environment and a responsible partner to our customers."

The dual certification covers the company's four U.S.-based paperboard mills, its sheeting and extruding facilities and 12 of its integrated package converting plants in North America, Europe and Asia. For more information, contact Jason Metnick.

Call for Nominations

Send in your nominations by July 1, 2008 for the 10th Annual SFI Implementation Committee Achievement Award, which will be presented at the SFI annual conference in September. The award recognizes the committee that performs outstanding work in implementing the SFI program and increasing the visibility of the SFI program. See <http://www.sfiprogram.org/SIC.cfm> for more information or contact Amy Doty.

New Partners Join Habitat for Humanity Project

St. Louis County Commissioner Keith Nelson became one of the newest partners joining the Minnesota SFI Implementation Committee and the North St. Louis County Habitat for Humanity in the first project in the United States to ensure a Habitat for Humanity home is built using products from well-managed forests.

"The trees we're using are renewable, but the impact they have in helping provide an affordable home for a northern Minnesota family is permanent," said Nelson, who noted that St. Louis was the first public land administrator in the U.S. to license its public lands with the SFI program in 1999.

Nelson is donating Norway pine harvested from his Tree Farm near Eveleth. Cash, materials and services have also been donated by Ainsworth Engineered; Minnesota State Sen. Tom Bakk; Boise Inc.; East Dhu River Sawmill; Forest Capital Partners, LLC; Louisiana Pacific; NewPage Corporation; the Northeastern Lumber Manufacturers Association; Sappi Fine Paper North America; UPM, Blandin Paper Mill; and Verso Paper, Sartell Mill.

Kentucky SIC Creates Employee Forest Resource Education Kits

The Kentucky SFI Implementation Committee provided Forest Resource Education Kits to members of the Kentucky Forest Industries Association (KFIA) at the recent KFIA annual meeting. Committee Chair Dan Allard commended the work of member Grant Curry who spearheaded the effort. The project aims to increase public understanding of forestry and related issues through employees who manage forests and make forest products.

Minnesota SIC names Logger of the Year

The Minnesota SFI Implementation Committee has named Scott Pittack as 2008 Logger of the Year for exemplary work in timber harvest and management. Pittack's company, Pittack Logging is recognized for safe and professional logging operations as well as a commitment to ethical, environmentally sensitive, and aesthetically appropriate harvesting practices.

MEET THE NEWEST SFI INC. BOARD MEMBERS:**ROGER SEDJO**

Resources for the Future (environmental chamber)

Roger Sedjo is Senior Fellow and Director of Resources for the Future's Forest Economics and Policy Program. His research interests include forests and global environmental problems; climate change and biodiversity; public lands issues; long-term sustainability of forests; industrial forestry and demand; timber supply modeling; international forestry; global forest trade; forest biotechnology; and land use change. He has written or edited 14 books related to forestry and natural resources.

Sedjo served as a consultant to the World Bank, the Asian Development Bank, the U.S. Agency for International Development, the Food and Agricultural Organization of the United Nations, the Organisation for Economic Cooperation and Development, and other international organizations in more than a dozen countries, including Argentina, Chile, Indonesia, New Zealand, Russia, Romania, Estonia, and Thailand.

Resources for the Future (www.rff.org) is a non-profit and non-partisan organization that conducts independent research — rooted primarily in economics and other social sciences — on environmental, energy, and natural resource issues. Founded in 1952, it became the first think tank devoted exclusively to natural resource and environmental issues.

MIKE ZAGATA

Ruffed Grouse Society (environmental chamber)

Mike Zagata, Executive Director and CEO of the Ruffed Grouse Society, earned a PhD in wildlife ecology from Iowa State University. He has taught and conducted research on the impact of forest harvesting on wildlife while in the School of Forest Resources at the University of Maine, Orono.

Zagata served as field director for The Wildlife Society, director of federal relations for the National Audubon Society and program development officer for the National Research Council's Committee on Agriculture. He also served as director of environment, health and safety (EH&S) for Tenneco and as vice-president of EH&S for Transco Energy, and in these capacities was awarded the National Wildlife Federation's Whooping Crane award and the Conservation Fund's Alexander Calder award. Before joining the Ruffed Grouse Society, Zagata was commissioner of New York's Department of Environmental Conservation.

Zagata was inducted into the Offshore Energy Industry's Hall of Fame for pioneering the Wetland Mitigation Banking and Rigs to Reefs programs, and was also recently inducted into the New York State Outdoorsman's Hall of Fame.

The Ruffed Grouse Society (www.ruffedgrouse.society.org) was established in 1961 and supports national scientific conservation and management efforts to ensure the future of grouse and woodcock. It

employs a team of wildlife biologists to work with private and public landowners who are interested in improving their land for ruffed grouse, American woodcock and the other songbirds and wildlife that have similar requirements.

BOB LUOTO

Representing independent logging professionals and the American Loggers Council (social chamber)

Bob Luoto has worked in the forest sector for 34 years, and represents logging professionals and the American Loggers Council (ALC) on the SFI Inc. Board. Luoto has been with the ALC since it was created in 1994, and was president in 2002. He has been involved with Associated Oregon Loggers (AOL) for 31 years, serving as board president in 1995 and 1996. He was president of the AOL when Oregon joined the Log a Load for Kids program in support of children's hospitals. In 2001, he was named AOL Logger of the year for his active role in both his community and the timber industry.

Luoto earned a BA in political science from Washington State University then helped establish a family-owned logging company, Luoto Logging Inc. He founded Crown & Cross Inc. in 1998 after his father retired.

Earlier in his career, Luoto was directly involved in a job that protected a number of streams and water systems within the logging unit and won Luoto Logging the Northwest Oregon Area Operator of the Year award. His commitment to safety was recognized in 1990 when he was appointed to Oregon's State Advisory Board for Occupational Safety and Health.

The ALC (www.americanloggers.org) provides a unified voice on logging issues and cooperates with public, industrial and private timberland owners to further sustainable forestry practices. It represents more than 50,000 employees and reaches over 10,000 logging contractors across the United States.

HANK KETCHAM

West Fraser Timber Co. Ltd. (economic chamber)

Hank Ketcham began his career with West Fraser in 1973 and worked in mill level and management positions. In 1985, he was elected President and Chief Executive Officer and in 1996 he took on the additional position of Chairman of the Board. West Fraser operates mills in both Canada and the United States, which provides Ketcham with a broad perspective on how the SFI program can best strengthen forest management across North America.

West Fraser (www.westfraser.com) employs approximately 9,000 people in western Canada and the southern United States. The integrated forest products company is one of the largest lumber producers in North America and also produces MDF, plywood, LVL, pulp, linerboard, kraft paper and newsprint.

SFI IN THE NEWS

Eco-friendly printing goes mainstream

An SFI Inc. advertorial in the April issue of American Printer (<http://americanprinter.com>) pointed out eco-friendly printing products are no longer a niche market, and options go far beyond recycled content. It noted the value of SFI certification in meeting the sustainability goals of both printers and their clients.

"By achieving certification, printers join a growing community of companies, land-owners, and social and environmental organizations all committed to improving forest practices on a global scale. This momentum is especially important given that only 10 percent of the world's forests are currently certified." For more information, contact Jason Metnick.

SFI-Certified Products Conserve Turkey Habitat

A great way to conserve wild turkey habitat is to ask for SFI-certified wood products and stay clear of foreign-grown exotics. That's the view of Dr. James Earl Kenamer, Senior Vice President of Conservation Programs for the National Wild Turkey Federation.

In the March/April edition of Turkey Call, which reaches over 400,000 federation members, Kenamer challenged the view that bamboo floors are a better environmental choice than home-grown hardwood. He noted that SFI program participants identify and protect important wildlife habitat on both certified and non-certified lands, which is important to hunters. "For example, SFI certification ensures important wild turkey habitats, such as streamside management zones, are left in place after a timber harvest to protect soil, water and wildlife habitat."

For more information, contact Allison Welde.

SFI Inc. Builds on Success of 2007 Communications Campaign

THE SFI PROGRAM'S 2008 communications campaign will continue to promote the SFI Standard to key customers and provide public education about the benefits of third-party forest certification.

"The customer communications campaign we launched late last year appears to have helped our program rapidly gain greater recognition as a viable and credible certification standard," says SFI VP Market Affairs Karen Brandt. "Our activities this year are aimed at continuing the groundswell of customers saying yes



MEET THE NEW ENVIRONMENTALIST.

Millions of people have found a way to shop for the wood and paper products they read while still being good about forests. They simply look for products with the SFI® label at all their favorite stores. From cereal boxes to paper towels to toilet tissue.

- SFI labeled products come from forests managed to represent environmental standards.
- SFI standards conserve biodiversity and protect soil and water quality as well as wildlife habitats.
- SFI forests are audited by independent experts to ensure proper adherence to the SFI Standard.
- SFI participants also store more than 600 million trees each year to keep these forests thriving.

To learn more about the SFI Standard, visit www.sfi.com



to SFI certification."

The 2008 marketing program includes a customer awareness campaign backed by complementary communications and market out-

reach activities. To learn more about what is planned or find out how your organization can participate, contact Karen Brandt.



SFI Inc.'s customer brochure has proven to be so popular it is in its second printing just a month after it was first released in early March. The materials are for program participants, customers and other SFI supporters to use in their communications. Please contact Amy Doty for copies of the brochure or for the artwork if your company or organization wants to print copies with your logo on them.



Fact Sheet Promotes SFI Fiber Sourcing

SFI INC. HAS PRODUCED a new fact sheet to promote the unique fiber sourcing requirements that set it apart from other certification standards and address the fact that 90 percent of the world's forests are not certified to any credible standard.

SFI program participants are required to track fiber from uncertified sources, and promote responsible forestry by encouraging land-owners to reforest

areas that have been harvested, to use best management practices for protecting water quality and to identify and protect or create important habitat elements for wildlife, including imperiled and critically imperiled species and communities.


For areas outside of North America without effective laws, SFI program participants must take measures to procure all fiber from known and legal sources. They also must complete a risk assessment to avoid illegal sources and promote conservation of biodiversity hotspots and major tropical wilderness areas as defined by Conservation International.

The document is posted at www.sfi.com/partresources.cfm under fact sheets. For copies, contact Linda Marciano.

SHOWING YOU SUPPORT SFI CERTIFICATION

If your company or organization wants to let customers and colleagues know you support the SFI program, you may want to include a message with your email signature.

Print responsibly. Choose paper from well-managed  SFI® forests.

Build responsibly. Choose wood from well-managed  SFI® forests.

Here are the simple steps to add the GIF to your email signature in Microsoft Outlook.

- Open Microsoft Outlook
- Click on "Tools" on the menu bar
- Click on "Options" (last line item in pull-down menu)
- Click on "Mail Format" (third tab across the top)
- Click on "Signatures"
- Choose your regular Signature and click "Edit"
- A text box will pop up then. Scroll down to the bottom of your current Signature and right click on the white of the text box.
- Click on "Insert Image"
- A window will prompt you to find your Picture Source. Click "Browse" and locate the SFI email GIF on your computer.
- To exit the screens after you have uploaded the GIF, click "OK" several times until it takes you back to your mail.

For more information, contact Amy Doty.

BUILDING GREEN WITH SFI-CERTIFIED WOOD

A new SFI Inc. fact sheet examines how SFI-certified wood can support green building. It discusses the environmental benefits of building with wood, and lists the green building rating programs that offer credits and recognition for SFI certification, such as Green Globes in Canada and the United States and the U.S. National Association of Home Builders Green Building Guidelines.

The fact sheet is posted at www.sfiprogram.org/partresources.cfm. For copies, contact Linda Marciano.



HP Everyday Papers are SFI certified

INTERNATIONAL PAPER has achieved SFI certification on all HP Everyday Papers, including Inkjet and Laser Papers, and customers will start seeing them in stores this spring.

"We want our customers to know that we are not only committed to making high-quality paper, we also ensure that the materials we use come from sustainable

sources," says Jay Umsted, International Paper's HP Brand Manager.

HP Papers are created to interact scientifically with HP printers, inks and toners, with a full line of everyday papers for copiers, inkjet printers, laser printers and all-in-one devices. For more information, contact Jason Metnick.

Smead Filing Products Meet SFI Sourcing Requirements

SMEAD has become the first manufacturer of filing products to achieve SFI fiber-sourcing certification, which ensures that its wood products are from known and legal sources.

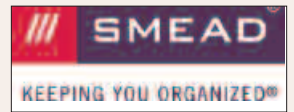
"We take great care to implement practices and procedures that are right for the environment and right for our customers," says Sharon Avent, Smead President and CEO.

Smead, a worldwide leader in office filing products and records management

systems, recently commissioned a national survey in the United

States that found three quarters of office workers said buying paper office products made from trees grown and harvested in a sustainable manner was important to them.

For more information, contact Jason Metnick.



Brown Printing Achieves SFI CoC Certification

BROWN PRINTING COMPANY has achieved SFI chain-of-custody certification across all three of its printing facilities.

"SFI chain-of-custody certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the products they use," says Jill Tobin, Director

of Marketing & Strategy.

Brown Printing serves America's premier magazine publishers and catalogers with pre-media, printing, distribution and value-added services. For more information, contact Jason Metnick.



Paris Business Products Receives Certification to SFI

PARIS BUSINESS PRODUCTS has added the SFI chain-of-custody certification to its list of initiatives aimed at broadening its status as an earth-friendly company.

"As a converter and distributor in the paper industry, we have been practising many of the underlying principles of sustainability for decades," says company CEO Gerry Toscani. "With advances in technology and the sheer amount of effort

by individuals and organizations worldwide we are learning there are tremendous opportunities for improvement and that sustainability works for the environment, for our customers, and for our bottom line."

For more information, contact Jason Metnick.



BRIEFS

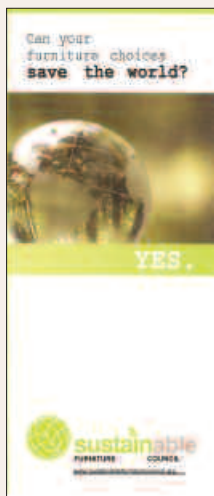
CONFERENCE ADDRESSES SUSTAINABILITY IN PRINTING

IntertechPira's Sustainability in Printing conference June 18 to 20 in Philadelphia will look at trends across the printing supply chain, and examine how each is addressing the sustainability issue. SFI's Jason Metrick is among more than 20 speakers who will discuss the market strategies and technical issues surrounding green printing. For more information, look under events on the IntertechPira website at www.intertechpira.com

For more information, contact Jason Metrick.

SUSTAINABLE FURNITURE COUNCIL REWARDS HARDEN FURNITURE

Domestic case goods and upholstery manufacturer Harden Furniture has become the first furniture manufacturer to achieve silver exemplary status from the Sustainable Furniture Council. To earn the status, the company must, among other things, certify 15 to 25 per cent of its wood products to a credible third-party certification program. Harden earned its status based on SFI certification, which is the company's certification program of choice. The Sustainable Furniture Council was formed in 2006 to set standards for and promote environmentally sustainable practices within the home furnishings industry. For more information, contact Allison Welde.



Future Architects See the Benefits of Wood Design

THE ALABAMA FORESTRY Association's (AFA) 41st Architect Tour showed students from the College of Architecture at Auburn and Tuskegee University the benefits of wood in building designs.

More than 60 students and faculty watched the production of oriented strand board at Norbord in Lanett and glulam beams at Structural Wood Systems in Greenville. They toured the AFA building

in Montgomery where chief architect John Gandy told them about unique features, including the glulam beams.

The tour was sponsored by SFI Inc., Structural Wood Systems and Norbord. Students will take ideas from the tour and incorporate them into designs and build models of their designs to compete with other students for prizes.

LEARNING ABOUT FORESTS ON EARTH DAY



Jason Metrick, SFI's Director, Market Access and Product Labeling, recognized Earth Day by telling kindergarten students at Beverly Farms Elementary School in Potomac, MD, about the value of trees.

Save the Date

The 2008 SFI® Annual Conference
September 23-25
Hilton Minneapolis

Details about sponsorship opportunities are posted at www.sfiprogram.org/events.cfm or contact Allison Welde

Brought to you by



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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.



- **RACHEL DIEROLF, 613-325-2330**
Secretary, PEFC US Governing Body
Statistical Services, SFI
Rachel.Dierolf@sfiprogram.org

Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should contact Amy Doty. The SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners for use, as well as copies of materials posted on its website at www.sfiprogram.org/partresources.cfm

ASK SFI: SETTING THE RECORD STRAIGHT

The many people involved with the SFI program know SFI-certified products are proof of good forest management and demonstrate sound corporate social responsibility. But there continue to be questions about certain aspects of our program. Through SFI® Monthly, we will respond to those questions. If you have something you would like to see addressed, email it to sfinewsletter@sfiprogram.org

CLAIM: The SFI program is controlled by the forest industry.

THE FACTS:

- SFI Inc. is a registered charitable organization under section 501(c)(3) of the United States Internal Revenue Code, which means it cannot be organized or operated for the benefit of private interests and its net earnings cannot benefit any private shareholder or individual.
- The SFI program is a single North America-wide forest certification standard promoting responsible forest management. It is globally recognized and endorsed.
- SFI Inc.'s three-chamber Board of Directors represents economic, environmental and social interests equally, and is totally responsible for the SFI program.
- Current board members include representatives of environmental, conservation, professional and academic groups, public officials, labor, the forest products industry, independent logging professionals and forest landowners. As terms expire or vacancies occur, a nominations committee representing all three sectors prepares a list of nominations for election to the board.
- In order to ensure that no sector can control the future of the corporation, board actions must be approved by a minimum of 80 percent of those present — which must include at least two representatives from each sector or a proxy.
- A 2007 study conducted by the Pinchot Institute for Conservation to help the U.S. Forest Service assess the value and implications of certifying public lands found, among other things, that both the SFI and FSC standards cover an appropriate balance between economic, environmental and social concerns.
- A list of SFI board members is posted at www.sfiprogram.org/board.cfm

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communities," says Albert E. Caccese, Executive Director of Audubon New York.

Independent certification bodies NSF-International and Scientific Certification Systems audited the state's forest practices and forest management plan against the SFI

and Forest Stewardship Council standards. The state had to meet strict measures in nine categories, including sustainable practices, forest health, biological diversity and soil and water protection.