

BETTER CHOICES FOR THE PLANET

MAY 12-14, 2021



2021 VIRTUAL SFI ANNUAL CONFERENCE

MAY 12 WEDNESDAY – ALL TIMES EDT

11:00 AM – 12:30 PM BETTER CHOICES FOR THE PLANET

It is critical that we work together to ensure the sustainability of our planet. People and organizations are seeking solutions that not only reduce negative impacts but ensure positive contributions to the long-term health of people and the planet. The opening session of the 2021 SFI annual conference will set the stage by highlighting the power of practical, scalable solutions including standards, conservation tools and policy initiatives that address sustainability challenges.

SPEAKERS



KATHY ABUSOW
PRESIDENT AND CEO
SFI



ELDER CLAUDETTE COMMANDA
ALGONQUIN ELDER
KITIGAN ZIBI



KARLA GUYN
CEO AND SFI BOARD CHAIR
DUCKS UNLIMITED CANADA



THE HONORABLE THOMAS J VILSACK
SECRETARY
U.S. DEPARTMENT OF AGRICULTURE



THE HONOURABLE SEAMUS O'REGAN
MINISTER
NATURAL RESOURCES CANADA



1:00 PM – 2:30 PM

MEETING THE CLIMATE CHALLENGE THROUGH MANAGED FORESTS AND FOREST PRODUCTS

Climate change is one of our most pressing global challenges and it is necessary for everyone to play a role in addressing it. Hear how governments, architects, mass timber producers, and global retailers are prioritizing this important theme and the policies, planning and practices that are being put in place to address this important issue. This session will also help you understand the important work of SFI in this space including a new Climate Smart Forestry Objective, and progress being made in our conservation impact work which contributes to quantifying and raising awareness on how sustainable forest management and responsibly sourced forest products are a solution to the climate challenge.

MODERATOR



JASON METNICK
SENIOR VP, CUSTOMER AFFAIRS
SFI



SPEAKERS



DIANE NICHOLLS
ASSISTANT DEPUTY MINISTER, CHIEF FORESTER
BC PROVINCIAL GOVERNMENT



CHRIS FRENCH
ACTING DEPUTY UNDERSECRETARY FOR NATURAL
RESOURCES AND THE ENVIRONMENT
U.S. DEPARTMENT OF AGRICULTURE



HARDY WENTZEL
CEO
STRUCTURLAM



TONETTE LIM
RESPONSIBLE SOURCING MANAGER
COSTCO WHOLESALE CORPORATION



2:45 PM – 4:00 PM

ESG AND THE ROLE OF SFI IN ADVANCING SUPPLY CHAINS IN THE FOREST SECTOR

Land managers, forest product companies and others in the forest sector supply chain are increasingly asked to conduct and/or respond to materiality assessments as it relates to its environmental, social and governance (ESG) attributes and performance. Listen to what CEOs and CSOs have to say about customer, regulatory and investment trends in this space. Learn how the sector is responding and how the four pillars of SFI (standards, conservation, community, education and career pathways) can significantly contribute to a company's ESG reporting and performance.

MODERATOR



KIRSTEN VICE
VP, SUSTAINABLE MANUFACTURING & CANADIAN OPERATIONS
NCASI



SPEAKERS



MIKE DOSS
PRESIDENT AND CEO AND SFI BOARD VICE CHAIR
GRAPHIC PACKAGING INTERNATIONAL INC.



BRANDI COLANDER
CHIEF SUSTAINABILITY OFFICER
WESTROCK



BRIAN KERNOHAN
CHIEF SUSTAINABILITY OFFICER
SENIOR MANAGING DIRECTOR, ENVIRONMENT & POLICY
MANULIFE INVESTMENT MANAGEMENT
PRIVATE MARKETS | HANCOCK NATURAL RESOURCE GROUP



MAY 13 THURSDAY



11:00 AM - 12:30 PM COLLABORATION FOR CONSERVATION IMPACT AND SPECIES RECOVERY

SFI-certified forests and fiber sourcing generate multiple conservation-related outcomes, including habitat for multiple species and recovery of species at risk, water quality, and meeting the challenges of climate change. Learn about how powerful partnerships of SFI-certified organizations, non-profit organizations, agencies, and Certified Organizations are advancing solutions, and generating outcomes that really make a difference.

MODERATOR



PAUL TRIANOSKY
CHIEF CONSERVATION OFFICER
SFI



SPEAKERS



LISA MCLAUGHLIN
VICE PRESIDENT, CONSERVATION PLANNING AND POLICY
NATURE CONSERVANCY CANADA



MOLLY HUDSON
DIRECTOR, SUSTAINABILITY
MOSAIC FOREST MANAGEMENT



DAVE TENNY
PRESIDENT AND CEO
NATIONAL ALLIANCE OF FOREST OWNERS (NAFO)



1:00 PM – 2:30 PM

BUILDING A DIVERSE AND RESILIENT WORKFORCE

The forestry sector has the opportunity to be a leader by recruiting, retaining and advancing a diverse and resilient workforce. The speakers in this session will share research and personal stories to provide tools and ideas about diversity & inclusion in the workplace and to support change in our organizations and society.

MODERATOR



TERRY BAKER
CEO
SOCIETY OF AMERICAN FORESTERS



SPEAKERS



VICKI CHRISTIANSEN
CHIEF
USDA FOREST SERVICE



DR. ANTOMIA "MIA" FARRELL
NATIONAL PRESIDENT, MINORITIES IN AGRICULTURE
NATURAL RESOURCES, AND RELATED SCIENCES (MANRRS)
AND ASSISTANT DEAN AND DIRECTOR FOR DIVERSITY, UNIVERSITY OF KENTUCKY



AMY ROSE
INDIGENOUS RELATIONSHIPS MANAGER
CANFOR



SHUYA HUANG
YOUTH NETWORK INTERN
PROJECT LEARNING TREE CANADA



2:30 PM – 2:45 PM

BREAK



2:45 PM – 3:50 PM

WHY URBAN AND COMMUNITY FORESTS MATTER

Hear from key partners in the launch of the SFI Urban & Community Forest Sustainability Standard and why this important initiative is poised to make a meaningful contribution to this space. Trees are vital to the health, wealth, and climate resiliency of all people who live in cities. Urban and community forests provide myriad benefits to local communities and connect urban society with sustainability – by mitigating climate change, cooling urban heat islands, reducing air pollution, improving mental and physical health, increasing accessibility to nature, and much more. Learn about SFI's new area of work in urban and community forestry, launched in collaboration with key partners in the US and Canada.

MODERATOR



PAUL JOHNSON
DIRECTOR, URBAN AND COMMUNITY FORESTRY
SFI



SPEAKERS



DAN LAMBE
PRESIDENT AND SFI BOARD MEMBER
ARBOR DAY FOUNDATION



CAITLYN POLLIHAN
CEO AND EXECUTIVE DIRECTOR
INTERNATIONAL SOCIETY OF ARBORICULTURE



DANIELLE ST-AUBIN
CEO
TREE CANADA



JAD DALEY
PRESIDENT AND CEO AND SFI BOARD MEMBER
AMERICAN FORESTS



3:50 PM – 4:00 PM

REFLECTIONS AND CLOSING REMARKS FROM KATHY ABUSOW, PRESIDENT AND CEO, SFI



MAY 14 FRIDAY – TARGETED SESSIONS



11:00 AM – 12:30 PM

SFI IMPLEMENTATION COMMITTEE SESSION

SFI Implementation Committees (SICs) are a grassroots network that provides community leadership through logger training, youth education, conservation research and community engagement activities. This session will showcase specific efforts at the local level that can be scaled up and utilized with other SICs and offer ideas for SIC collaboration and engagement. Participants are invited to join breakout sessions to discuss specific topics in more detail.

MODERATOR



NADINE BLOCK
SENIOR VP, COMMUNITY AND GOVERNMENT RELATIONS
SFI



SPEAKERS



DR. DENNIS BECKER
DEAN, COLLEGE OF NATURAL RESOURCES
UNIVERSITY OF IDAHO



NORIE DIMEO-EDIGER
DIRECTOR OF K-12 EDUCATION PROGRAMS
OREGON FOREST RESOURCES INSTITUTE



MAY 14 FRIDAY – TARGETED SESSIONS

1:00 PM – 4:00 PM

CONSERVATION IMPACT SOUNDING BOARD E-WORKSHOP

The Conservation Impact Sounding Board ensures that SFI's Conservation Impact work is grounded in credible science and resonates with key audiences. This Sounding Board e-workshop marks five years since the commencement of SFI's Conservation Impact project, announced at the World Conservation Congress in 2016. This session, open to all, will focus on a review of principal outcomes from this work, the messages we can derive from it, and the analysis of gaps to guide the future direction of Conservation Impact efforts. The meeting will feature an interactive format, to enable participants to discuss current results and desired program direction.

MODERATOR



PAUL TRIANOSKY
CHIEF CONSERVATION OFFICER
SFI



SPEAKERS



DR. WERNER KURZ
SENIOR RESEARCH SCIENTIST
CANADIAN FOREST SERVICE NRCAN



EMILY JO WILLIAMS
VICE PRESIDENT, SOUTHEAST REGION
AMERICAN BIRD CONSERVANCY



DR. ERIK SCHILLING
DIRECTOR OF FORESTRY RESEARCH, SOUTHEASTERN U.S
NCASI



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