



Summary of 2024 SFI SIC General Session at Annual Conference June 4th, 2024

SFI hosted an SFI Implementation Committee (SIC) General Session as part of the 2024 SFI Annual Conference in Atlanta, Georgia. The session was attended by representatives of SICs across the US and Canada (see attendee list in Appendix I).

Gordy Mouw, SFI's Director Network Relations, provided an introduction, an antitrust reminder, a territorial acknowledgment, and a review of the agenda.

This was followed by presentations by two SIC Coordinators, Chuck Coup and Ashley Smith, who highlighted the work in their states on the coordination of SFI's Biodiversity standard requirements and the use of Community Grants.

Discussions from this session were on future updates to FECV assessments and potential sources of FECV data. Other SICs shared similar work, field guide use and their intended audience, and logger training acceptance of the guides.

The next session was a training session on effective communication outreach by Jennifer Byerly, SFI's Senior Director of Communications. Jennifer presented the importance of effective communications, social media do's and don'ts, relevant measures of reach, the value of playing to your strengths and audiences, and how good communication helps community relevancy. In addition, the SFI Communications team was introduced, and individual SIC support with comms was offered.

Discussion from the session asked about social media vs. web vs. email (including the pros and cons of each), building community in-person at events and outside storefronts vs. online in groups and newsletters, the cost and potential offsets of online ads and/or printed materials managed by SFI (including geofencing social media ads), and attendees reminded everyone that some SICs are not the experts in delivering communication pieces.

The final session featured Pat Sirois, Maine SIC Coordinator, on effective SICs, highlighting his work with the Maine SIC over the past 27 years. Pat covered tips for continued engagement in SICs and what the SIC value proposition looks like in the future.

Discussions from this session were had on SIC membership changes – the organization decision makers are often not at the table, the trend of less volunteer time for community projects, and how the role of SIC Coordinators varies from SIC to SIC.

The SIC General session shifted to regional breakout groups. These groups were divided into three regions.

1. Southeast Region – facilitated by Gordy Mouw.
2. Northeast/Lake States/Central & Eastern Canada facilitated by Darren Sleep and Zac Wagman.
3. Western US and Western Canada facilitated by Gregor Macintosh.

The breakout regions discussions were around pre-determined discussion questions:

1. What opportunities and challenges do you see for coordination on the SFI standard requirements?
2. Are you interested in a fall regional meeting, and if so, what topics would you like to cover?
3. What opportunities and challenges do you see for coordination on community outreach?
4. What makes your SIC effective and what support would you want to be more effective?
5. What opportunities exist for cross-SIC coordination?

Common themes from these regional breakout groups include:

- Strong desire for fall SIC regional meetings
- Greater dissemination of knowledge and practice sharing with and among SICs
- Support for SIC websites
- Increased sharing of new or best practices for logger training
- Additional help for SICs with Indigenous outreach, Objective 8.

SFI staff will move forward to support fall SIC regional meetings, in collaboration with regional representatives on dates, locations, and agenda, and will explore how to support other needs identified above.

Appendix I: Attendees

Name	Organization
Ashley Smith	Alabama Forestry Association
Laura Chessor	BC Timber Sales
Ryan Schleifer	Billerud
Todd Proctor	Billerud
Matt Matwijec	Boise Cascade
Kori Vernier	Canfor
Cole Wear	Dryden Fibre Canada
Steve Fowler	DS Smith
Shawn Cook	Enviva
Rick Cantrell	ERP
Guy Sabin	Forestry Association of South Carolina
Reid Yates	Four Rivers Land and Timber
David James	GA SIC
Scott Meek	Green Bay Packaging
John Gadberry	Green Bay Packaging
Brad Murfee	Green Diamond
Trish McNermy	Highland Solutions
John Mullis	Huber Engineered Woods LLC
Seth Boswell	Independent Stave
Ren Steevens	Independent Stave
Lydia Stephens	Independent Stave
Dominic Stelzer	Independent Stave
Jack Vimann	Independent Stave
Garet Nowell	Independent Stave
Mandy Quick	Independent Stave
Hayden Harrill	Independent Stave
Natasha Wise	Manulife
John Auel	MFA
Casey Anderson	MFA
Rich Blatz	Missouri Dept of Conservation
Marty Calvert	Missouri Dept of Conservation
Adam James	MN DNR
Sam Cook	NC State University CNR
Chuck Coup	PA SIC
Doty McDowell	PA SIC
Clay Jensen	Pioneer Forest LLC
Brandon Kuhn	Pioneer Forest LLC
Mark McCall	Pixelle
Ben Cazell	Rayonier

Samuel Bourque	Resolute Forest Products
Hayley Morris	Roseburg
James Douglas	SC Forestry Commission
Darren Sleep	SFI
Zac Wagman	SFI
Gregor Macintosh	SFI
Gordy Mouw	SFI
Jennifer Byerly	SFI
Russell Adams	Shuqualak Lumber Company
Cedric Twight	SPI
Ted James	SPI
Susan Stutts	Texas Forestry Association
Roger Taylor	West Fraser
Jonathan Flintoft	Western Forest Products
Will Sloan	Western Forest Products
Aprille Cook	Westervelt Company
Aaron Plaugher	WestRock
Eric Smith	WestRock
Ann Duff	WestRock
Madelaine Kennedy	Weyerhaeuser
Roger Stoll	Weyerhaeuser
Tia Beavert	Yakama Nation