

# **ATTACHMENT 2**



# SFI.

Live By the Standard.

Larry Selzer, President & CEO  
The Conservation Fund

"The Sustainable Forestry Initiative®  
program is a fully independent  
leader in forest certification."



SUSTAINABLE FORESTRY INITIATIVE

[www.SFIprogram.org](http://www.SFIprogram.org)

# **ATTACHMENT 3**



SUSTAINABLE FORESTRY INITIATIVE® • GROWING STRONGER TOGETHER



**PROGRESS  
REPORT 2008**



*Good for you. Good for our forests.™*

# SOME QUICK FACTS

## about the SFI Program

The SFI program promotes responsible forest management in North America through a comprehensive, science-based forest certification standard, chain-of-custody certification and unique fiber sourcing requirements.

### In 2008:

- SFI program participants invested \$88.9 million (US dollars) in forest research, raising the total since 1995 to \$1.07 billion (US dollars).
- 1.6 million acres (648,000 hectares) of SFI program participants' lands were reforested through planting or natural regeneration — an area the size of the State of Delaware.
- 6,627 resource and logging professionals were trained in responsible forestry through the SFI program or its recognition of other programs.<sup>1</sup>
- The SFI program's fiber sourcing requirements helped improve forestry on uncertified lands in North America, and achievements included:
  - About 10.9 billion cubic feet of wood fiber used by SFI program participants met the fiber sourcing requirements of the SFI Standard — the amount of wood found in more than eight million average single-family homes in North America.
  - 93 percent of the raw material used by SFI program participants was provided by loggers trained in sustainable forestry practices.

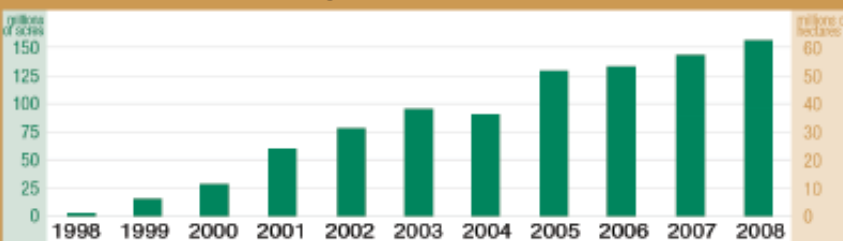
### SFI Inc. is an independent, 501c(3) non-profit charitable organization.

- Its Board of Directors has equal representation of environmental, social and economic interests.
- It is endorsed and accepted by organizations and governments internationally, and is supported by conservation groups, community organizations and forest professionals.
- A network of 37 local SFI Implementation Committees across North America meets diverse local needs.

This progress report shows SFI program achievements in 2008, including the rapid growth that continued into 2009. A full list of current program participants can be found on pages 12 to 16, and program statistics, as of May 22, 2009, include:

- 245 program participants in North America (United States and Canada).
- 162 million acres (65.6 million hectares) of third-party certified lands, the equivalent of the land area of 10 U.S. northeastern states or the three Canadian Prairie provinces.
- 635 chain-of-custody certificates at 1,411 locations.
- 52 fiber sourcing certifications.

### Area Certified to SFI Program: 1998 - 2008



The area certified to the SFI Standard has grown from 700,000 acres (280,000 hectares) across North America at the end of 1998 to a total of 154 million acres (62.3 million hectares) at the end of 2008.

<sup>1</sup> Provided by the Forest Resources Association

# TABLE OF CONTENTS

2	External Review Panel Comments
2	External Review Panel Members
3	2008 in Review
4	Integrity
7	SFI Implementation Committee
8	Conservation Collaboration
10	Market Outreach
12	SFI Certificate Holders and Program Participants
18	SFI Inc. Board of Directors



# **ATTACHMENT 4**



## Sustainable Forestry Initiative Webinar Series

### SFI 101

Kathy Abusow, President & CEO, SFI Inc., April 24, 2009





# The SFI Program

## A Single North American Assurance



**1 Standard for all of North America**  
**Fully Independent Non-Profit Charitable 501c3**  
**3 Chamber Board: Social - Environmental - Economic**



# **ATTACHMENT 5**

## The Sustainable Forestry Initiative® Program

### Ensuring Healthy Forests for Generations to Come

The Sustainable Forestry Initiative program is focused on meeting the demand for wood and paper products while protecting the environment and helping ensure future generations will have the full range of forest benefits.

The SFI Standard and its certification procedures are overseen by the Board of Directors of the Sustainable Forestry Initiative, Inc.

SFI program participants:

- Plant 1.7 million new trees every day.
- Enhance wildlife habitat by enrolling 10.8 million hectares in wildlife management agreements during 2006.
- Develop partnerships to help protect major tropical wilderness areas biodiversity hot spots.
- Help eliminate illegal logging through collaborative efforts with international conservation organizations and the use of Chain of Custody procedures.
- Train loggers and foresters in sustainable forestry practices — more than 97,000 trained so far.
- Contribute to research efforts needed to continually improve how we manage our forests.

There are now more than 51 million hectares across North America independently certified to the SFI Standard, one of the most rigorous standards anywhere in the world.

The SFI program is supported by an independent, multi-stakeholder Board of Directors. To learn more, visit [www.sfi-program.org/boardmembers.htm](http://www.sfi-program.org/boardmembers.htm)



# SFI® MONTHLY

MAY 2007

#### NEW SFI CHAIN-OF-CUSTODY CERTIFICATES

Stora Enso  
Bose-Cassada's International Pulp Mill

#### NEW SFI PROGRAM PARTICIPANTS

Merrill Corporation—Oregon Tree Farm

#### ALSO IN THIS ISSUE

SC Regional Leadership Meetings	2
SFI Promoted at Numerous Trade Shows and Conferences	3
SFI Paper Says Certification is Growing	2
SFI Inc. Staff Profiles	3

### SFI Online Marketing

WE HAVE RECENTLY strengthened the SFI program's online presence. We have updated the look of our website and made it easier to navigate. We have also increased our visibility on the internet's most popular search engines — Google, Ask.com, Yahoo, AOL.com.

Our online advertising promoting the SFI program appears on well-read websites such as CNNMoney.com and Fortune.com. SFI advertising was featured prominently on the special "Green Investors" section of CNNMoney. Our advertising is also targeted to appear next to articles on the environment — reaching people at the moment they are reading and thinking about environmental issues.

The goal of our online initiative is to extend our reach beyond people in the forest products industry by reaching out to decision makers and influencers interested in environmental issues.

Our efforts have been a great success as measured by the number of internet users who have seen our advertising and have clicked through to our website.

The SFI, Inc. staff would like to highlight program participants' advertisements, editorials, and other SFI program print coverage on our redesigned website. If you would like to participate, please forward pertinent electronic files to [marketing@sfi-program.org](mailto:marketing@sfi-program.org). These materials will be posted in a "newsletter" for easy access to current news information regarding the program. For more information, contact Rick Cantrell.



### Chain-of-Custody Program Growing

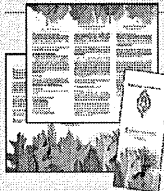
IN A MAY 22 PRESS RELEASE, Stora Enso announced the achievement of third-party chain-of-custody certification at six of its North American mills. This certification is valid for Sustainable Forestry Initiative (SFI) and the Programme for the Endorsement of Forest Certification (PEFC) schemes. Stora Enso is the first coated paper manufacturer in North America to achieve SFI Chain-of-Custody certification.

In other SFI Chain-of-Custody news, Pincevent-Hussey Copiers (PvC) Forest products Chain-of-Custody program recently received accreditation from the Standards Council of Canada. PvC can provide clients a wide array of C/C services, now including certification to the Sustainable Forestry Initiative and Programme for the Endorsement of Forest Certification standards. For more information, contact Jason Menick.

### SFI Marketing Toolkit Production

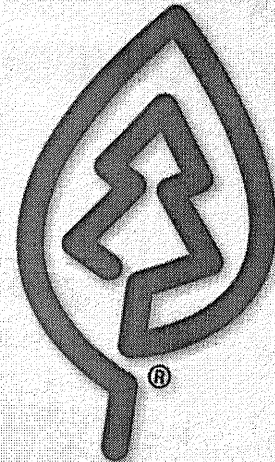
WE ARE PLEASED to announce the revised and updated SFI, Inc. toolkit and toolkit are now available for distribution. For the first print run, a limited quantity will be available by request. Each toolkit order will be limited to 100 copies and toolkit orders are limited to 200 copies. Requests for additional copies will be considered. Print files are also available for use and customization by program participants.

To order copies of the toolkit and/or toolkit, a completed order form should be submitted to SFI, Inc. staff. The order form is attached to the email containing this newsletter. All requests must include name, company, street address, telephone number and number of copies for order processing. For more information, contact Amy Doy.



PAGE ONE

## America's Largest Forest Certification Program Now Fully Independent.



### The Sustainable Forestry Initiative® Program

Stairable Forestry Initiative (SFI) program has always met the demands for wood and products while protecting the environment.

2007 brings the SFI® program an even stronger presence in the marketplace. A fully independent Board of Directors, including environmentalists and conservation organizations, and operates the SFI forest certification standard.

More than 126 million acres across North America are independently, third-party certified to the SFI standard — one of the most rigorous in the world.



To learn more, visit [www.sfi-program.org](http://www.sfi-program.org)



## SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.

# **ATTACHMENT 6**



SFI Inc.:  
Making a Difference  
on the Ground

Progress Report 2007



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.™*

# Message from the President



2007 was quite a year.

It began with the creation of SFI Inc., a fully independent non-profit 501c(3) charitable organization. Its Board of Directors has had authority over the SFI Standard, certification procedures and complaints since 2002, and now is the sole governing body of all aspects of the program with equal representation from its environmental, social and economic chambers.

SFI Inc. started 2007 with 135 million acres (54.6 million hectares) of certified lands across North America, and this rose to 143.7 million acres (58.1 million hectares) by the end of the year. There were 21 SFI chain-of-custody certifications at 48 locations at the start of the year, and 102 certifications at 408 certified locations by the end of the year. This momentum has continued into 2008.

There are good reasons for this growth. Attention to corporate social responsibility and public interest in forest issues are at an all-time high, and consumers are seeking out products they trust represent the right environmental choice. And the SFI program has proven it can meet this expectation.

Our forest, fiber sourcing and chain-of-custody certifications, backed by on-product labels, are all valuable tools to deliver real progress on the ground. More certified lands means more protection for biodiversity, wildlife habitat, water quality and countless other environmental values. Program participants invest time and resources into forest management research, and share their knowledge with their suppliers, including family forest owners. Our network of 37 SFI Implementation Committees allows us to work with community partners to broaden the practice of responsible forestry.

This report is structured around three strategic goals that are the foundation of our work: integrity, conservation collaboration and market outreach.

We will continue to work with the conservation community and other stakeholders to address some of the major challenges and opportunities facing our forests. We aim to be recognized as a world-class

forest certification program that is positively influencing the markets for certified forest products while improving forest practices across North America and promoting responsible procurement globally. We believe consumers are beginning to view SFI-certified products as a sound environmental choice.

We will achieve these goals with a forest certification standard we know is strong, grounded in science, progressive and based on integrity. The strength of our standard has been proven through our collaboration with conservation groups and our wide market acceptance.

It is important to look back at what SFI Inc. and its partners have achieved in 2007, but is it just as important to look ahead, especially in a year when we will begin the public review process that will lead to the 2010-14 SFI Standard, and will ask the market's advice about whether our on-product labels are transparent, easy to understand and meet the needs of our customers and consumers.

We began 2008 by presenting the first SFI Inc. Leadership in Conservation Research Award. We were among the sponsors of an international workshop hosted by Forest Trends that examined the critical global issue of illegal logging. The Minnesota SFI Implementation Committee and North St. Louis Habitat for Humanity brought together an amazing array of donors to build a home made with forest products sourced by SFI program participants and to be built by SFI volunteers.

These examples show the depth of our program, its link to both local communities and international issues. SFI Inc. stands for responsible forest management in North America and responsible procurement around the world. Our steady growth shows that corporate leaders, international markets and consumers at home share this view.

KATHY ABUSOW  
President and CEO  
Sustainable Forestry Initiative Inc.

# **ATTACHMENT 7**



# SUSTAINABLE FORESTRY INITIATIVE

Chairman  
Rick R. Holley

Vice Chairman  
Marvin Brown

Secretary and Treasurer  
Mary Motlow

President and CEO  
Kathy Abusow

## ECONOMIC SECTOR:

Matthew Donegan  
Co-President  
Forest Capital Partners, LLC

John V. Faraci  
Chairman and CEO  
International Paper

Daniel S. Fulton  
President and CEO  
Weyerhaeuser Company

Rick R. Holley  
President and CEO  
Plum Creek Timber Company, Inc.

Henry Ketcham  
President and CEO  
West Fraser Timber Company, Ltd.

Patrick J. Moore  
Chairman and CEO  
Smurfit-Stone Container Corporation

## ENVIRONMENTAL SECTOR:

Tom Franklin  
Senior Vice President  
Theodore Roosevelt Conservation  
Partnership

William B. Rogers  
President and CEO  
The Trust for Public Land

Roger Sedjo  
Senior Fellow  
Resources for the Future

Lawrence A. Selzer  
President and CEO  
The Conservation Fund

Steven A. Williams, Ph.D.  
President and CEO  
Wildlife Management Institute

Michael Zagata  
Executive Director & CEO  
The Ruffed Grouse Society, Inc.

## SOCIAL SECTOR:

Marvin Brown  
State Forester  
Oregon Department of Forestry

Thomas Buffenbarger  
International President  
International Association of  
Machinists and Aerospace Workers

Norm L. Christensen, Jr., Ph.D.  
Professor of Ecology and Past Dean  
Duke University

John Innes, Ph.D.  
FRBC Chair of Forest Management  
University of British Columbia

Bob Luoto  
Representative  
American Loggers Council

Mary Motlow  
Family Forest Landowner

April 23, 2009

Peter Goldman  
Washington Forest Law Center  
651 Second Avenue, Suite 360  
Seattle, WA 98104

Re: Your requests for information

Dear Mr. Goldman:

In response to your March 24 and April 3 requests, I enclose the following documents:

1. SFI's 2007 Amended Form 990 tax return (the 2008 return has not yet been filed);
2. SFI's 2007 Annual Report (it is on our website at this link: <http://www.sfiprogram.org/files/pdf/annual-progress-2007.pdf>)
3. SFI's Form 1023, and the responding IRS Determination Letter.

You also requested a list of the donors who contribute to SFI. Please note that the vast majority of our financial support is provided by SFI Program Participants who use our forest management and fiber sourcing standards. These SFI Program Participants, listed in our annual progress report, include forest product and paper companies, conservation organizations, state and local public agencies, foundations, and universities.

If you have further questions, please contact me at  
[Kathy.Abusow@sfiprogram.org](mailto:Kathy.Abusow@sfiprogram.org)

Sincerely,

Kathy Abusow  
President & CEO

# **ATTACHMENT 8**





SUSTAINABLE FORESTRY INITIATIVE

### SFI Inc. Transparency Policy

As an advocate for sustainable forestry, a public charity and the custodian of the most widely-used forest certification system in North America, SFI Inc. is committed to be open and transparent about the development and administration of the SFI Standard, about our operations as a public charity, and about our policy goals and priorities. To implement this commitment, the Board of Directors of SFI Inc. has adopted the following transparency policy:

1. Transparency in the Development of the SFI Standard. The SFI Standard shall be developed through a transparent process including public notice of proposed changes, regional workshops to present and discuss proposed revisions with stakeholders, and opportunities for public comment on drafts of the Standard.
2. Disclosures regarding Tax-Exempt Status and Charitable Operations. SFI Inc. shall disclose to the public all information required by the Internal Revenue Code. SFI Inc.'s Form 990 tax returns for the past three years, its Form 1023 Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code, and the responding IRS Determination Letter are available upon request. SFI Inc. is primarily supported financially by SFI Program Participants who use our forest management and fiber sourcing standards. These SFI Program Participants, listed in our annual progress report posted on the SFI website, include forest product and paper companies, conservation organizations, state and local public agencies, foundations, and universities.
3. Transparency in Policy Goals and Initiatives. SFI Inc. shall disclose to the public information about its policy goals, priorities and activities, through events such as the annual SFI Conference, regional workshops, publication of an Annual Progress Report and a monthly newsletter, and periodic updates on the SFI website.