



LEADERSHIP IN THE WORLD OF FORESTRY

2019 VIRGINIA FORESTRY SUMMIT

KATHY ABUSOW

President and CEO
Sustainable Forestry Initiative

May 1, 2019



SFI-0001

Explore

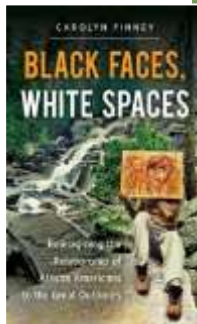


Virginia Tech hosts Women in Natural Resources conference Oct. 27-28

October 23, 2016

CAROLYN FINNEY

Assistant Professor of
Geography
University of Kentucky



KATHY ABUSOW

President and CEO
Sustainable Forestry
Initiative

**YOU DON'T
HAVE TO BE A
CEO TO LEAD**

LEADERSHIP



**YOU DON'T HAVE TO
BE A CEO TO LEAD**

USE YOUR
WORDS

ASK THREE QUESTIONS



OWN YOUR VOICE



WE BELIEVE FORESTS ARE THE ANSWER TO MANY OF OUR LOCAL, NATIONAL AND GLOBAL CHALLENGES

Well-managed and certified forests and forest products that are responsibly sourced are the answer to societal needs that are focused on:

CLEAN WATER

CLEAN AIR

**RECREATIONAL
OPPORTUNITIES**

WILDLIFE

GREEN JOBS

**QUALITY PRODUCTS FROM A
RENEWABLE RESOURCE**



**SHARE
YOUR
VOICE
FOR
GOOD**

INSPIRING LEADERSHIP AT SFI

WE BELIEVE IN CREATING AN EMPOWERED AND SUPPORTIVE TEAM THAT IS COMMITTED TO ENHANCING THE VALUE OF FORESTS FOR OUR SHARE QUALITY OF LIFE NOW AND IN THE FUTURE

SFI STAFF CULTURE



At the Sustainable Forestry Initiative, we believe forests are the answer to many of our local, national and global challenges. The SFI staff is dedicated to creative and visionary approaches to sustainability challenges in collaboration with diverse partners and stakeholders. We believe in creating an empowered and supportive team that is committed to enhancing the value of forests for our shared quality of life now and in the future.

ACT PROFESSIONALLY

- Build and nurture confidence and trust from internal and external colleagues.
- Take initiative and improve what you touch.
- Be reliable, responsive and pay attention to detail — ensure your work is timely and technically accurate.
- Build relationships and be respectful of others.

BE CREATIVE AND STRATEGIC

- Demonstrate interest and ask questions.
- See the big picture — think beyond your scope of work.
- Embrace challenges and be willing to step outside your comfort zone.
- Be insightful and forward thinking; innovate for the future.

BUILD A FUN AND SUPPORTIVE TEAM

- Bring passion and joy to your work.
- Voice your ideas — then respect decisions and act as a team.
- Take interest in the work of others, be proactive in offering support.
- Promote diversity, equity, and inclusion in all aspects.



VIRGINIA TECH GRADS AT SFI



**PAUL
TRIANOSKY**

Chief Conservation Officer



**AMY
DOTY**

Senior Manager,
Community Engagement



**ROCCO
SARACINA**

Manager, Conservation
Partnerships



**RACHEL
HAMILTON**

Coordinator, Statistics
and Label Use



VIRGINIA TECH™

SFI BOARD OF DIRECTORS

OCTOBER 2018

SOCIAL



MARK RODGERS, PhD (CHAIRMAN)
President and CEO
Habitat for Humanity Canada
Ontario



EBONIE ALEXANDER
Executive Director
Black Family Land Trust, Inc.
Virginia



LAURA DOWNEY
Executive Director - Kansas Association for Conservation & Environmental Education
Kansas



LENNARD JOE
President
Nicola Tribal Association
British Columbia



BOB MATTERS
Wood Council Chair
United Steelworkers Wood Council
British Columbia



BETTINA RING
Virginia Secretary of Agriculture & Forestry
Commonwealth of Virginia
Virginia

ECONOMIC



GUY GLEYSTEN (VICE-CHAIR)
Chairman
Greenblue
Virginia



MICHAEL P. DOSS
President and CEO
Graphic Packaging International Inc.
Georgia



KEVIN EDGSON
President and CEO
EACOM Timber Corporation
Québec



BRENT KEEFER
President
Hancock Timber Resource Group
Massachusetts



JIM IRVING
Co-CEO
JD Irving Ltd.
New Brunswick



JAIME YRAGUEN
President
Associated Oregon Loggers
Oregon

ENVIRONMENTAL



JONATHAN (JON) HAUFLE
(SECRETARY-TREASURER)
President, The Wildlife Society
Montana



ROBERT ABERNETHY
President
Longleaf Alliance
Alabama



KARLA GUYN
CEO
Ducks Unlimited Canada
Manitoba



DAN LAMBE
President
Arbor Day Foundation
Nebraska



MICHAEL PARR
President
American Bird Conservancy
D.C.



GAIL WALLIN
Executive Director
Invasive Species Council of BC
British Columbia

A large stack of cut logs, showing the natural wood grain and bark. The logs are piled high, filling most of the frame. Overlaid on the center of the image is the text "LEADERSHIP IS RESILIENCY" in a bold, white, sans-serif font. The text is enclosed in large white quotation marks that extend to the edges of the image.

**LEADERSHIP IS
RESILIENCY**

SFI INC.

VISION

A WORLD THAT VALUES AND
BENEFITS FROM SUSTAINABLY
MANAGED FORESTS

MISSION

TO ADVANCE SUSTAINABILITY
THROUGH COLLABORATIVE
FOREST-FOCUSED SOLUTIONS



SFI IS DEDICATED TO THE FUTURE OF OUR FORESTS

 SUSTAINABLE
FORESTRY
INITIATIVE
STANDARDS



 SUSTAINABLE
FORESTRY
INITIATIVE
CONSERVATION



 SUSTAINABLE
FORESTRY
INITIATIVE
EDUCATION



 SUSTAINABLE
FORESTRY
INITIATIVE
COMMUNITY

CONSERVATION

300+

MILLION ACRES

/124 MILLION HECTARES
CERTIFIED TO SFI



AND TENS OF MILLIONS
MORE INFLUENCED BY
SFI FIBER SOURCING

IMPROVE OUR SHARED
QUALITY OF LIFE

SFI HAS THE SCALE TO MAKE A DIFFERENCE



WELL MANAGED FORESTS

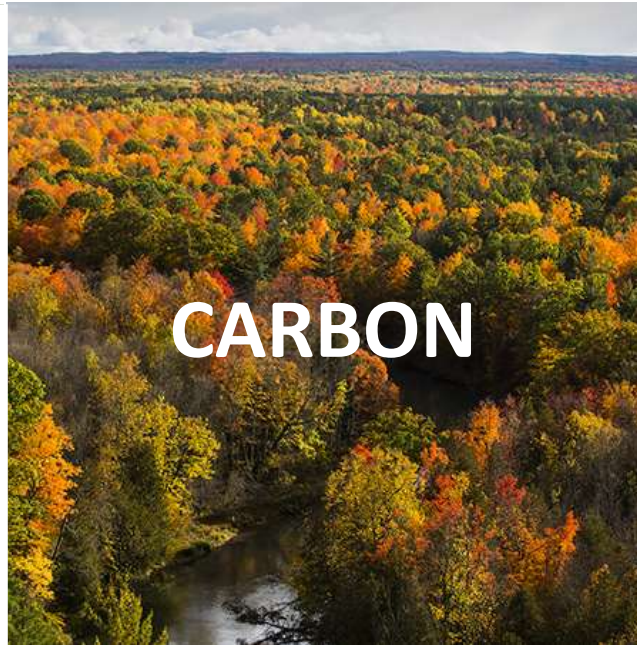
PURIFY OUR WATER

STORE CARBON

AND PROVIDE HEALTHY HABITAT FOR MULTIPLE SPECIES



WATER



CARBON



BIODIVERSITY

CONSERVATION IMPACT SOUNDING BOARD WORKSHOP

APRIL 9-10
WASHINGTON, DC

6TH WORKSHOP
IN THE SERIES

NEARLY
60
ATTENDEES

Examined Conservation Impact progress across the topics of water, biodiversity and climate change, and explored pathways to communicate results with wide-ranging audiences.

APRIL 10-11
FOREST CLIMATE
LEARNING LAB:
ENHANCING CARBON THROUGH
FOREST PRACTICES



Co-hosted with American Forests and their series of interactive workshops intended to build new innovative tools and partnerships to address a changing climate.





INVESTIGATING THE RELATIONSHIPS BETWEEN BMP IMPLEMENTATION AND SFI CERTIFICATION THROUGH TIME

This project focuses on scalable methods for collecting and preparing integral data for conducting robust analyses of coupled forestry and water quality metrics.

Project Lead: Virginia Tech: Conservation Management Institute

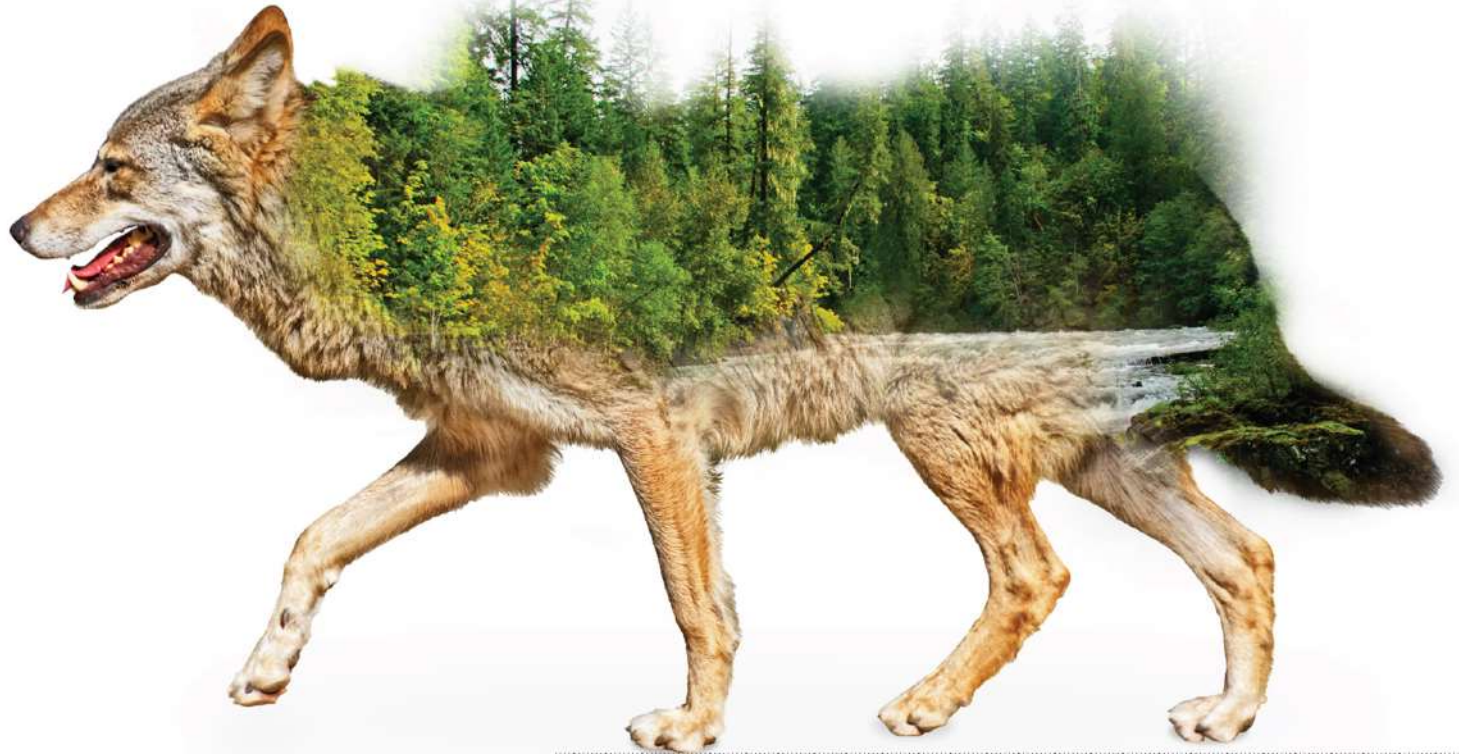
Project Partner: Sustainable Forestry Initiative



**CONSERVATION GROUPS
STEPPING UP TO WORK
WITH SOLUTIONS-MINDED
PRACTICAL ORGANIZATIONS**



LEADERSHIP IS ABOUT TACKLING DIFFICULT ISSUES





August 24, 2016

Hugging the forest,
rather than the trees
– How responsible
forestry does more
than stop
deforestation

TEDx
Wilmington
x=independently organized TED event

BE A FOREST HUGGER!

COMMUNITY



VIRGINIA SFI IMPLEMENTATION COMMITTEE



VIRGINIA SFI IMPLEMENTATION COMMITTEE



SAVANNAH SHARKEY

Virginia SIC Coordinator

Virginia Forestry Association
Programs Coordinator

804.278.8733

ssharkey@vaforestry.org



STEPHANIE GRUBB

Chair, Virginia SIC

Procurement Forester
International Paper



SHARP LOGGER TRAINING

**VIRGINIA SIC
PROVIDES SHARP
LOGGER TRAINING
AT NO COST TO
THEIR LOGGERS**



Companies that participate in the SFI® Program are committed to support the SHARP Logger Program, to ensure that SFI Standards are applied on their own lands, and to promote sustainable forestry throughout the Commonwealth.

TRAINED HARVESTERS

192,384*

RESOURCE AND HARVESTING PROFESSIONALS

have participated in training since 1995, TO ENSURE UNDERSTANDING OF WATER QUALITY, biodiversity and other sustainable forest practice requirements



1995 34% → 2017 94%

IN 2017, 94% OF ALL FIBER SUPPLIED TO SFI PROGRAM PARTICIPANTS' MILLS WAS DELIVERED BY TRAINED HARVESTING PROFESSIONALS



“ The EPA recognizes the role of forest certification programs, including SFI, which have made important contributions to improved BMP implementation through logger training, landowner outreach, and water quality requirements.”

Environmental Protection Agency (EPA)

June 2016 - Federal Register Notice of Decision Not to Regulate Roads Discharges Under the Clean Water Act



2019 WORKPLAN – KEY PRIORITIES

CONNECTIONS AND RELEVANCY



OUTCOME 4:

Demonstrate SFI's leadership in Diversity, Equity, and Inclusion in the sustainability and forest sectors



NOT. MY. JOB.

Laura Quick

A large stack of cut logs, with the text "DIVERSITY IS RESILIENCY" overlaid in white. The logs are stacked in a way that shows many cross-sections, creating a textured, layered appearance. The text is centered and framed by large white quotation marks.

**DIVERSITY IS
RESILIENCY**



A TREE, IS A TREE, IS A TREE 101

This project, supported in part by funding from SFI Inc., is the Black Family Land Trust's three-part training on forest management, intended to introduce Southside Virginia landowners to managed forestry as an asset-protection strategy.

Project Partners: Black Family Land Trust, Sustainable Forestry Initiative, Virginia Department of Forestry, U.S. Endowment for Forestry & Communities



IN MEMORY OF PETER DEMARSH

Chair of the International Family
Forestry Alliance

President of the Canadian
Federation of Woodlot Owners



EDUCATION





An environmental education program for Kindergarten-Grade 12.

PLT envisions a future where the next generation **values nature and our forests** and has **the knowledge and skills** to make **informed decisions** and take **responsible actions** to sustain them.

*Project Learning Tree
is an initiative of SFI.*



PLT IN VIRGINIA



PAGE HUTCHINSON

Virginia PLT State Coordinator
Virginia Department of Forestry

434.220.9037

page.hutchinson@dof.virginia.gov



PLT workshops in Virginia

- Early Childhood
- PreK-8
- Secondary
- Pre-Service
- GreenSchools
- “Teaching Trees” Summer Teachers Program
- Ecology Institute
- Trees to Products
- Mountain to the Bay Watershed Academics

PLT IN VIRGINIA

163



PLT GreenSchools in VA

First early childhood GreenSchool opening August 2019!

PLT has awarded



39 GreenWorks! grants

to schools and youth organizations in VA for environmental service-learning projects since 1998.

Since 2013, we have trained and re-trained

96

PLT FACILITATORS

who have led over

275+

WORKSHOPS

to over

4,000+

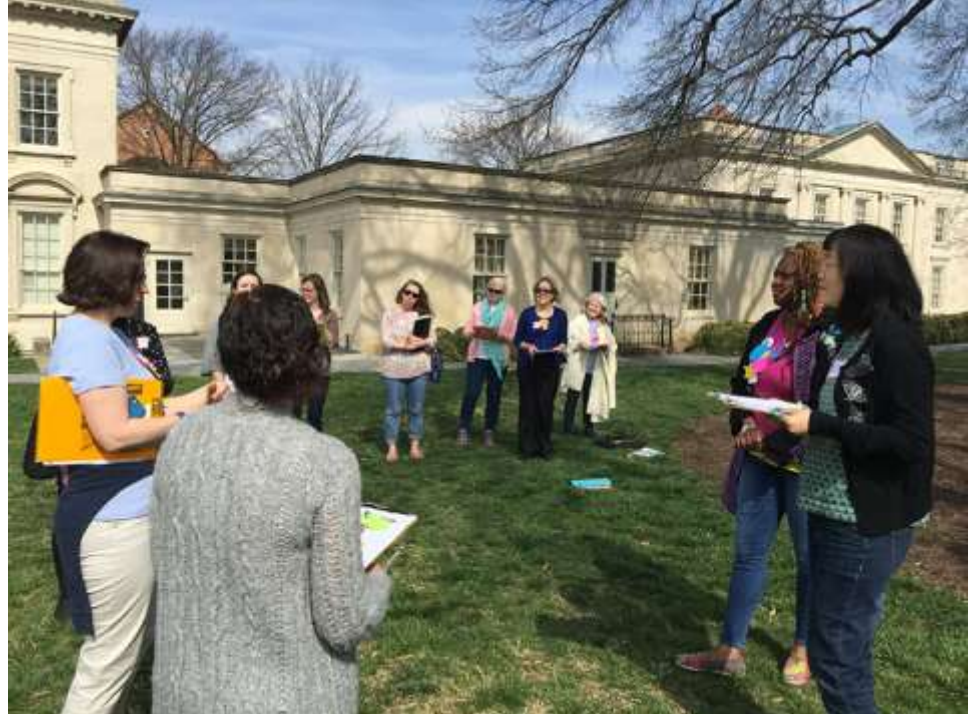
EDUCATORS

TREES IN ART AND NATURE

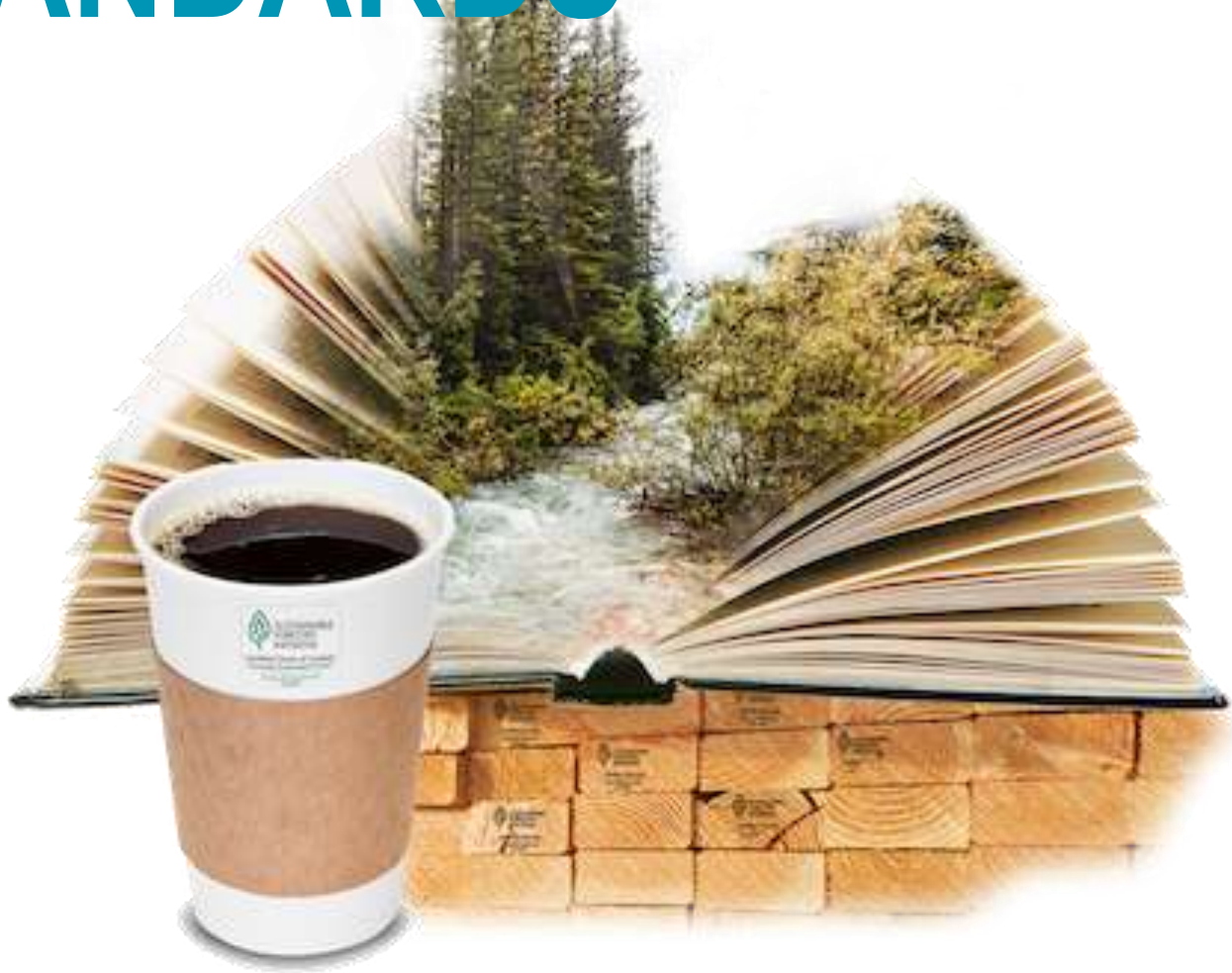
MARCH 2018

First time unique PLT workshop was held in partnership with the Virginia Museum of Fine Arts for 17 local educators.

A variety of PLT activities were matched to pieces of art from the VMFA. The educators viewed the art and participated in the PLT activity.

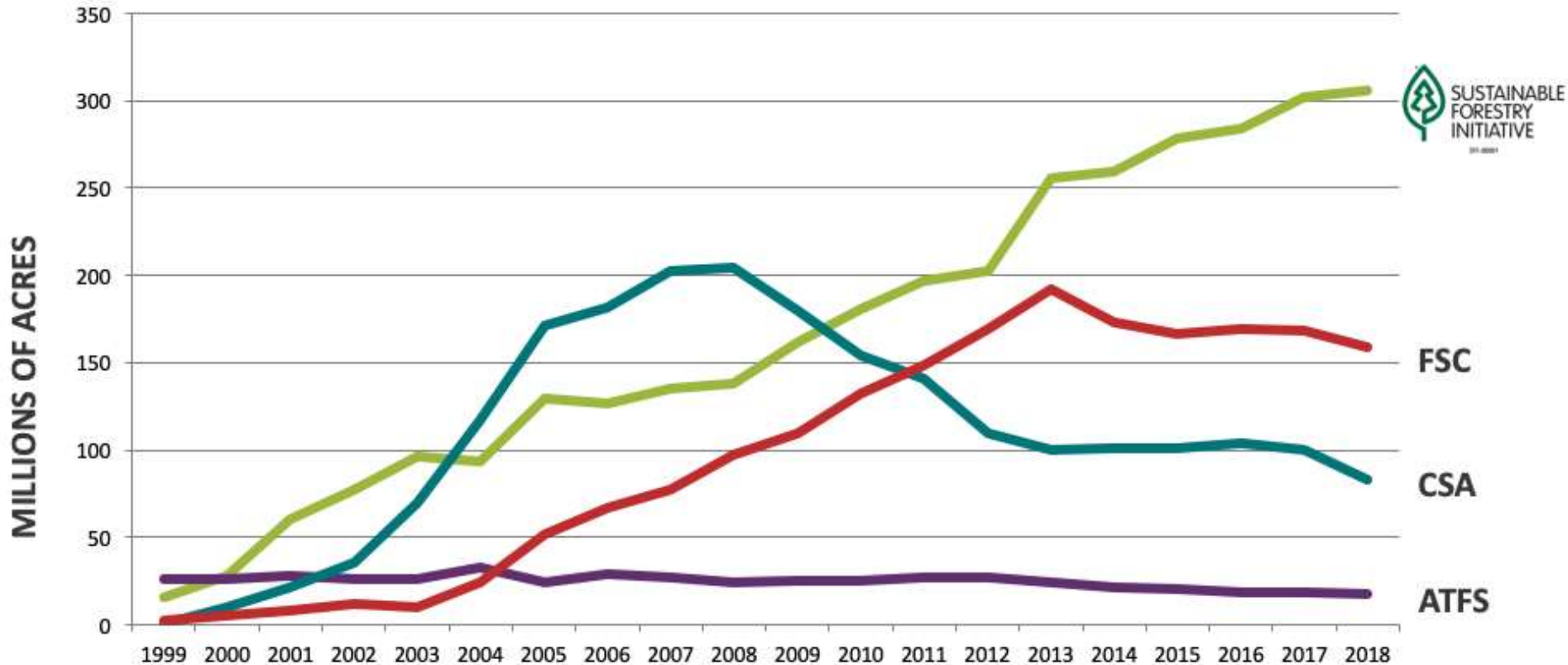


STANDARDS



FOREST CERTIFICATION IN CANADA AND THE U.S.

BY CERTIFICATION STANDARD: 2000 – 2018



FSC
CSA
ATFS



THANK YOU

TO THE **47** ORGANIZATIONS
CERTIFIED TO THE
SFI STANDARDS IN VIRGINIA



A-H

Arkay Packaging

Atlas Pallets a Division of WMC

BSC Acquisition Sub, LLC, dba Double Envelope, Florida Envelope

Cadmus Communications A Cenveo Company

Carolina Container Company

Cedar Creek, LLC

Central National Gottesman, Inc.

Colortree Group, Inc.

Commonwealth of Virginia, Department of Forestry

Conservation Forestry Partners, LLC

Copy General Corporation

Corrugated Container Corporation

Dominion Holdings, Inc. DBA Source 4

Enviva, LP

Forest City Trading Group, LLC

Forest Investment Associates (FIA)

Franklin Lumber LLC

Georgia-Pacific LLC

Goetz Printing Company

GP Corrugated LLC

Graphic Packaging International

GreenWood Resources, Inc.

Greif Packaging, LLC

Hancock Forest Management

Hopkins Lumber Contractors, Inc.

Huber Engineered Woods, LLC

THANK YOU

TO THE **47** ORGANIZATIONS
CERTIFIED TO THE
SFI STANDARDS IN VIRGINIA

I-Z

International Paper Company

Johns Manville

LSC Communications

Manchester Industries

Master Print

McClung Lumber Co., Inc.

Packaging Corporation of America

Premier Millwork & Lumber Company, Inc.

Progress Printing Company

Quad/Graphics, Inc.

Roseburg Resources Co

Sonoco Products Company

The Conservation Fund

The Molpus Woodlands Group, LLC

The Westervelt Company

Timberland Investment Resources LLC

Veritiv Operating Company (Unisource ,
xpedx)

Vitex Packaging Group

WestRock Company

Weyerhaeuser Company

Wood Fuel Developers, LLC



CONGRATULATIONS
TO THE VIRGINIA DEPARTMENT
OF FORESTRY ON YOUR SFI
CERTIFICATION

BRANDS STEPPING UP TO SIGNAL THIS IS IMPORTANT



25%
of all

FORTUNE
100

**COMPANIES USE THE
SFI LABEL**

(increase from 21% in 2017)



*“The company said it has been searching for a replacement to its foam cups for at least six years. The new cups will be recyclable, **double-walled paper cups certified by the Sustainable Forestry Initiative Standard**, which means the paper is responsibly sourced.”*

February 8, 2018



“The brand’s sustainable efforts extend to the packaging, having received the Sustainable Forestry Initiative stamp of approval.”

February 26, 2018

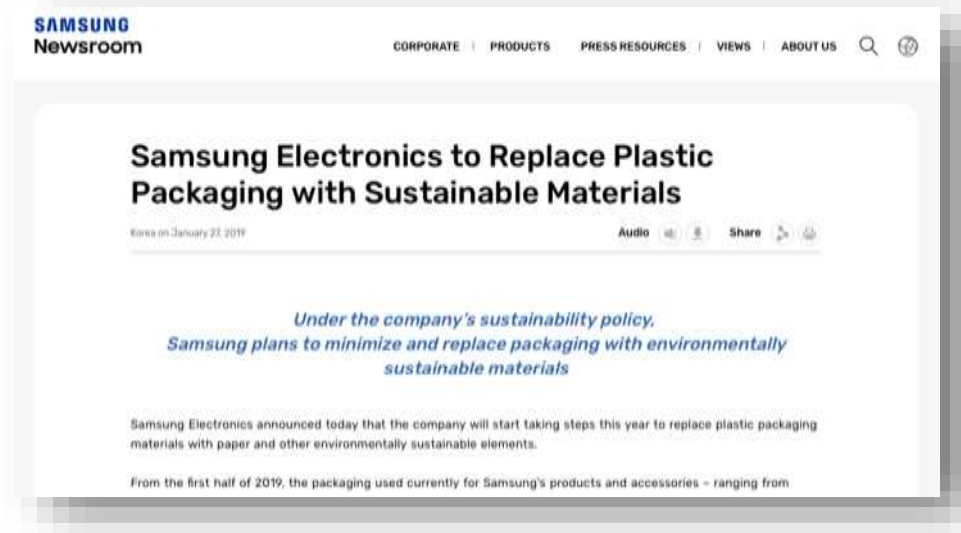


SAMSUNG TO INCLUDE SFI

JANUARY 27, 2019

Samsung Electronics announced that they will “*only use fiber materials certified by global environmental organizations like the Forest Stewardship Council, Programme for the Endorsement of Forest Certification Scheme and the Sustainable Forestry Initiative for packaging and manuals by 2020.*”

SAMSUNG



INFOGRAPHIC



Glossary

Recycled / Bio Plastic
Bio plastics are made from starch, sugar cane and other vegetable raw materials. Sustainable materials like recycled plastic and bio plastic reduce the need to use fossil materials which negatively impact the environment.

Sustainable Forest Certifications
Global environmental organizations like the Forest Stewardship Council (FSC), Programme for the Endorsement of Forest Certification Scheme (PEFC) and the Sustainable Forestry Initiative (SFI) provide certifications, ensuring that the fiber materials have been procured in a sustainable manner.

SFI FOREST PARTNERS® PROGRAM

PARTNERS:



BOY SCOUTS
OF AMERICA®

H E A R S T

VIRGINIA DEPARTMENT OF FORESTRY'S COMMITMENT TO SUSTAINABILITY RECOGNIZED BY CERTIFICATION

OCTOBER 29, 2018



News Release

For Immediate Release

Contact: Michelle Stoll 434.220.9098
michelle.stoll@dof.virginia.gov

October 29, 2018

Virginia Department of Forestry's Commitment to Sustainability Recognized by Certification

The Virginia Department of Forestry today announced that it has certified all of Virginia's State Forests to the Sustainable Forestry Initiative (SFI) and American Tree Farm System standards. These certified forests cover more than 60,000 acres.

The state forests system is self-sustaining and receives no general funds, so they must support operations through timber sales like other private landowners. Certification of Virginia state forest lands demonstrates for Virginia landowners how certification can be part of their land management efforts while validating that working forests are sustainable.

"The commitment to sustainability within Virginia State Forests began in 1919 with the gift of 588 acres of land in Prince Edward County from Emmett D. Gallion for the purpose of advancing the cause of forestry in Virginia," said State Forests Manager Gary Heiser. "Since that time, the state forests have grown in acres, productivity and biological diversity through the dedication of many state forest employees committed to responsible forest management."

"The market for forest products is international, and consumers expect assurance that their products are produced sustainably and support a healthy environment," said Virginia State Forester Rob Farrell. "SFI and Tree Farm Certification provide an assurance that forest products from Virginia landowners are legally and sustainably harvested, giving our landowners an advantage over wood producers from many other parts of the world, where environmental protections may not be assured."

"We are thrilled Virginia is certifying its State Forests. Virginia's leadership has always helped advance sustainability across the forest sector. They join 14 other states that have certified their forests, along with eight more that are actively looking at certification," said SFI Inc. President and CEO, Kathy Abusow.

-more-

"Virginia is a strong competitor in domestic and global forest product markets, and forest certification plays an increasingly vital role in providing assurances of forest sustainability. The Sustainable Forestry Initiative provides the necessary certification tools to promote sustainably managed forests and leading edge forest product certification and labeling. The Virginia Department of Forestry is pleased to support these efforts."

BETTINA RING

Virginia Secretary of Agriculture and Forestry
SFI Board Member

JULY 2016



CONGRATULATIONS

SFI FOREST PARTNERS[®] PROGRAM IN VIRGINIA



BETTINA RING

Virginia Secretary of Agriculture and
Forestry
SFI Board Member

**2018 SFI PRESIDENTS
AWARD WINNER**



ROB FARRELL

State Forester
Virginia Department of Forestry

CONGRATULATIONS SFI FOREST PARTNERS® PROGRAM IN VIRGINIA



A handwritten signature in black ink, appearing to read "Chuck Howell", written over a horizontal line.

Chuck Howell, *Senior Vice President, Strategic Sourcing*



A handwritten signature in black ink, appearing to read "John Sargent", written over a horizontal line.

John Sargent, *Chief Executive Officer*



A handwritten signature in black ink, appearing to read "David Schirmer", written over a horizontal line.

David Schirmer, *Vice President, Publishing Services*



A handwritten signature in black ink, appearing to read "John Fletcher", written over a horizontal line.

John Fletcher, *Senior Vice President, Global Operations*



A handwritten signature in black ink, appearing to read "John Stewart", written over a horizontal line.

John Stewart, *Chief Sustainability Officer*



STFI 8001

A handwritten signature in black ink, appearing to read "K. Abusow", written over a horizontal line.

Kathy Abusow, *President and Chief Executive Officer*

CONGRATULATIONS SFI FOREST PARTNERS® PROGRAM IN VIRGINIA

May 1, 2019

Governor Ralph Northam
Office of the Governor
1111 E Broad Street
Richmond, VA 23219

Secretary Bettina Ring
Virginia Department of Agriculture and Forestry
1111 E Broad Street
Richmond, VA 23219

State Forester Rob Farrell
Virginia Department of Forestry
900 Natural Resources Drive
Charlottesville, VA 22903



SFI FOREST PARTNERS®

Dear Governor Northam, Secretary Ring and State Forester Farrell,

On the 100th anniversary of Virginia's state forests, we congratulate the Commonwealth of Virginia and the Virginia Department of Forestry for the recent certification of Virginia state forests to the Sustainable Forestry Initiative® (SFI) Forest Management Standard.

By partnering with forest landowners and forest product mills on shared objectives and linking market leaders directly to the forest sector, the undersigned partners of the SFI Forest Partners® Program are working to improve forest health, conservation understanding, productivity and sustainable management of forest resources through third-party certification.

By successfully achieving certification to the SFI Forest Management Standard, the Virginia Department of Forestry has positioned itself as a sustainability leader in the global economy. Certification provides assurances of responsible practices across the forest products supply chain, fosters collaboration on forest conservation values, and provides opportunities for youth leadership development.

Working together, we are helping to provide the vital connections between sustainable supply chains, a society that depends on them, and important conservation outcomes such as clean water and the maintenance of biodiversity.

Thank you for your commitment to sustainable forestry practices and for all you do to support responsible forestry and sustainable communities.

IF YOU'RE IN A POSITION TO
BRING ABOUT POSITIVE CHANGE

Make it happen!



THANK YOU



sfiprogram.org

SAVE THE DATE



FORESTS OF OPPORTUNITY

VIRGINIA



2019 SFI ANNUAL CONFERENCE

OCTOBER 21-25, 2019
RICHMOND MARRIOTT, VIRGINIA

sficonference.org