



SIC SPOTLIGHT: MICHIGAN

Many SFI Implementation Committees (SICs) conduct fall meetings to plan the coming year. But Michigan fall meetings can be unique. Members might find themselves grateful for a warm meeting room while snow blows sideways off Lake Superior. It was such a day in early November, the kind of day that was a good day for a SIC meeting.

The Michigan SIC includes companies, agencies, universities, landowners, loggers, and professional resource managers. For 2007 members are challenging themselves with continuing to grow an already robust SFI program. With 3.9 million acres certified to the SFI Standard, the Michigan Department of Natural Resources (DNR) is one of the largest certified ownerships in North America. Feedback from a recent DNR audit provided SIC members with an opportunity to share ideas for continually improving on-the-ground forestry practices.

Logger training is a Michigan success story. The SIC partners with Michigan

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Upstate House: A SFI-Certified Home

CARLTON OWEN is a wildlife biologist and forester with more than 30-years experience in both industry and the not-for-profit sectors. From 1990 to 2000 he provided leadership in the development of the Sustainable Forestry Initiative Program. Owen is founder of The Environmental Edge, LLC and a charter board member of Upstate Forever, a not-for-profit “promoting sensible growth and protection of special places” in South Carolina. In 2006 Carlton and Brenda Owen completed construction on a new home in Greenville, South Carolina. The home is a demonstration project designed to showcase how green building can be environmentally responsible and economically viable. *SFI Monthly* asked Carlton Owen to describe the project.

What is Upstate House?

Upstate House is a collaborative project between the Home Builders Association of Greenville, Upstate Forever (a not-for-profit promoting sensible growth and protection of special places in the Upstate Region of SC) and the home owners (Carlton & Brenda Owen) to demonstrate environmentally friendly residential development.

Your two major partners are homebuilders and a conservation organization. Have there been any problems between two groups that seem to have such disparate goals?

HBAG and UF have been at odds over specific development/regulatory issues at times. Upstate House allowed both organizations to rally around a common objective — green building. This cooperative venture has been a catalyst for more collegial discussions and engagement.

What were your goals when you started the project?

Goals were multiple. Personally, Brenda & I wanted to downsize and at the same time live-out our values related to a more sustainable lifestyle.



Upstate House – photos courtesy of Wilder Photography

Additionally, we wanted to promote a more sensible type of development in Greenville.

Why did you sign on with the EarthCraft House green building program rather than one of the better known programs?

At the time we began our project there were NO green building standards available in South Carolina. LEED had not developed its residential program (which is still in pilot phase) and the National Association of Home Builders had just begun its green building guidelines. EarthCraft, which originated in Atlanta in the late 1990's, was a perfect fit. It is a flexible standard designed for our region of the

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State University and Bay College to deliver accessible, relevant training at multiple sites throughout the state. This helped 1,597 loggers attend SFI-approved training in 2006. Michigan is also collaborating with neighboring SICs to enhance training availability, consistency, and recognition in the Lake States.

Through SFI-certified procurement systems and outreach efforts, SIC members promote sustainable forestry on all ownerships. More than 54,000 acres of family forests are group certified to the American Tree Farm System in Michigan. In 2006 the SIC obtained a state grant and partnered with a national conservation organization (the American Forest Foundation) to produce biodiversity educational materials for family forest owners.



A tough white pine on Lake Superior, Michigan – photo courtesy of James W. Olson

Michigan SFI participants also support forest education programs such as the Michigan Forest Resource Alliance (MFRA), Michigan Forest Forever (MFF), and the Teaching Responsible Environmental Education (TREE). Look for the launch of a SIC-sponsored 6-minute video that promotes the SFI program in 2007.

Lee Crawford, Verso Paper, is outgoing Chair of the Michigan SIC and Jessica Turino, Weyerhaeuser Company, is incoming Chair for 2007. George Berghorn with the Michigan Forest Products Council provides staff support and leadership. For more information on SICs contact Jay Farrell (farrellj@aboutsfb.org).

NEW SFI PROGRAM PARTICIPANTS

The Sustainable Forestry Board would like to welcome the following companies into the SFI program:

- British Columbia Timber Sales (BCTS)
- Kalesnikoff Lumber Co., Inc.
- TC&I Timber Company LLC
- Terrace Bay Pulp Inc.

With the addition of these new participants, the SFI program has 217 program participants with over 130 million acres enrolled in the program.

EXTERNAL REVIEW PANEL MEMBER SPOTLIGHT

CORBIN NEWMAN was elected to the External Review Panel in 2006. He has been the National Director of Forest Management for the Forest Service since October 2005. Newman has held numerous positions at all levels of the Forest Service, in both the Eastern and Western parts of the country, during his 25-year career. His assignments included a Forest Service employee, reside in Stafford, Silviculturist in Colorado, District Ranger in Pennsylvania, and Forest Supervisor in Michigan.



Prior to this assignment, he served as the National Budget Coordinator for the National Forest System and Director of the National Fire Plan with the Forest Service in Washington, D.C. He graduated with a bachelor of science degree in Forest Management from Colorado State University. Corbin and his wife Erin, also a Forest Service employee, reside in Stafford, Virginia. They have two grown sons.

COMMENTS ON MTS SMART BUILDING STANDARD

Thanks to all SFI participants who sent in comments on the MTS Smart Building Standard. The Smart Building Standard was developed by an organization called MTS (Institute for Market Transformation to Sustainability) with support by the American Institute of Architects (AIA). The language that SFI participants commented on, on November 10th, limited the potential to significantly expand the green building movement by excluding the SFI program and other credible forest certification programs. Excluding all credible forest certification programs diminishes the overall sustainability movement by only recognizing sustainable forestry as defined by the FSC (one of the several credible forest certification systems). Thanks again to everyone who sent in comments.

8TH ANNUAL PEFC GENERAL ASSEMBLY

ON FRIDAY OCTOBER 27TH, the Sustainable Forestry Board, as the PEFC US National Governing Body, hosted the 8th annual General Assembly Meeting in Portland, OR. About 70 delegates attended the meeting, representing 30 countries worldwide. Peter Seligman, the President and CEO of Conservation International, delivered a motivating keynote speech that ended with many delegates interested in perusing conservation projects with CI in their respective countries. The main point of



Doug Stinson, Cowlitz Ridge Tree Farm, addresses the PEFC General Assembly.

business during the meeting focused on developing a funding and promotion mechanism for PEFC in order to raise it's profile in the global market. There was so much discussion on this important issue, that the delegates decided to meet again in January for a 2-day working meeting to complete a full strategic plan for both PEFC operations an promotion, and a long term funding mechanism for these activities. Last, the Board and General Assembly honored Henri Plaunche-Gillon, the first PEFC Chair who stepped down after 7 years of service to the Board. The GA voted in Mike Clark, from the Sweden delegation, as the new Chair.

GA activities also included two field tours and an opening reception. The reception was held at the World Forestry Museum and sponsored by Seguin Moreau, the first US PEFC CoC holder. Two representatives from Seguin Moreau attended the reception, Lance Spears and Alban Pettiteaux, from the Napa Valley and Cognac, France cooperages, respectively. They also displayed their PEFC labeled product during dinner, a 100% French oak full size wine barrel. The first field tour was a visit to the Weyerhaeuser export yard in Longview, WA. The

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IMPORTANT REMINDER:

SFB Voluntary Contributions for 2006

The Sustainable Forestry Board is primarily supported by voluntary contributions from SFI program participants. Thanks to all of you who have already contributed in 2006. We are hopeful that all SFI program participants will contribute for 2006 by year's end to ensure we complete this year on sound financial ground. We will be contacting individual participants shortly with personal reminders. If you have any questions about our programs or suggested contribution amounts, please contact Allison Welde at 703.797.2508

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NEW INTERPRETATIONS

The SFI Interpretations Committee recently approved several new interpretations on the SFIS, on-product labeling rules, certification procedures, and chain of custody. All the new interpretations are now available on the SFB website at www.aboutsfb.org. For more information, or a copy of the new interpretations, please contact Jason Metnick (metnickj@aboutsfb.org) or Rick Cantrell (cantrellr@aboutsfb.org).

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country. Too, the EarthCraft folks were ready to take the program beyond the borders of Georgia. The Upstate House project is the project that "brought the EarthCraft House green building standard to South Carolina."

We must express special appreciation to the SC Energy Office for their support and a grant that allowed the Home Builders in Greenville and Charleston to pilot the program.

What sort of wood products does the house highlight?

To our knowledge Upstate House is the first and only project in the nation to specify that all structural wood products come from SFI certified forests. In that regard, all framing lumber was supplied by International Paper and OSB by Norbord and JM Huber — all locally produced and SFI certified.

Additionally, all floors in the house are solid - no carpet. Floors in the large office are from recycled wooden pallets produced in North Carolina; and floors on the living level are a new "rapidly renewable/sustainable product" (Lyptus(R) Wood) supplied by Weyerhaeuser Company. We too have bamboo floors in two guest rooms (another rapidly renewable product).

Even our front door is a recycled wood product. It is hand made from heart pine reclaimed from area textile mills built more than 100 years ago.

We used engineered wood — OSB and trusses — where possible for added strength and conservation of resources.

What steps did you take to make sure the wood products came from sustainably managed forests?

We worked only with suppliers that had been through independent third-party certification programs.

How about the land around the house? Is that being preserved in its native state?

The house is constructed on a "recycled" lot. It hosted a house built in the 1920's that burned about thirty years ago. Thus, all services (sewer, electric, etc.) were already available. We worked with an arborist from Schneider Tree Care to protect every mature tree on the site and had the site certified under "Building with Trees" through the National Arbor Day Foundation.

Too, we purchased the only never-developed lot in the Pettigru Historic District — a lot immediately adjacent to the house. We've reclaimed

that site from decades of abuse — illegal dumping and more than a dozen invasive exotics — to create a native plant woodland garden. The woodland garden site abuts a trail that connects the Pettigru Historic District to Greenville's largest and oldest park, Cleveland Park. We will be donating the garden site to the City of Greenville as an addition to the park.

What sort of environmental performance are you seeing from your house?

EarthCraft construction is a mix of old and new technologies. For instance we worked to re-orient the footprint to take advantage of passive solar applications -- among them extra wide overhangs, high ceilings, ceiling fans etc. Additionally, we used the best windows, insulation (a new spray foam that uses soybean oil), and high-efficiency HVAC systems to ensure a tight envelop and low operating costs. As just one measure, our utility bills for the first 8 months have averaged about \$50 total (and we're all electric).

What is the end game, once the house and lot is completed?

The project is now complete. We are using the house — first as our home and my office — as a means to educate others about the advantages of green building (lower utility bills, healthier homes, less environmental impact, etc). We've hosted several dozen tours from folks interested in green building to the Editor of Southern Living Magazine. We've had lots of media attention and are listed on EPA's Homes Across America website that promotes green building. We have our own website — www.upstatehouse.org — designed as a long-term means to share learnings.

Thanks you for your time. Is there anything our readers should know?

Green building doesn't mean building an igloo or geodetic house. Any home of any size or style can be green. It is critical that your architect and builder share your views and values.

While it isn't easy, I remind people we had lots of delays, but none of those were related to our decision to go green. Building is a tough process.

Green building is about making the right long-term decisions. One of the problems in

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USGBC GREENBUILD EXPO

THE SUSTAINABLE FORESTRY INITIATIVE (SFI) program booth was displayed November 14-17 at the USGBC Greenbuild Conference and Expo in Denver, CO. More than 12,000 people turned out for the conference, including architects, designers, builders, students, and academics. Two SFI program representatives staffed the booth. In addition, Georgia-Pacific, Potlatch, and States Industries were in attendance and mentioned their SFI participation in their promotional material. During the margarita bar at the SFI booth during the exhibit hall reception, many attendees asked what the difference was between the SFI program and the Forest Stewardship Council program. In addition, the majority of the people that stopped by the booth were pleased to see SFI continue with efforts to try and get SFI recognized in the USGBC's LEED standard. The SFI program booth is scheduled for a repeat performance at the 2007 USGBC show in Los Angeles, CA.

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house construction is that the person doing the building isn't the long-term owner. Thus, decisions about tightness, HVAC systems and other front-end issues are often done on the cheap as the future owner will pay for mistakes every month...forever.

Green building makes sense for America. It saves vital natural resources, stretches limited energy supplies and yields a home that is cheaper to maintain and operate and has less environmental/health issues. It is truly a win-win-win.

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delegates were able to see a barge being loaded with thousands of logs, headed to Japan, learn about Weyco's operations in the Pacific Northwest, and see the largest export yard in the US. The second field tour started with a visit to the Johnstone Ridge Observatory, which offers the best possible view of Mt. St. Helens. The attendees took the most of this unique opportunity to marvel at the volcano, learn

about the 1980 eruption in the visitor center and to hike around the grounds. Next, the group traveled to Cowlitz Tree Farm to visit the Stinson family and their certified Tree Farm operations; Doug Stinson was instrumental in helping develop the SFI program. He served several years on the SFI National Forum, a group of industry executives, professional loggers, and family forest owners that worked during the early years of the SFI program to improve local implementation by program participants. The delegates were extremely impressed with the work and dedication of the Stinson family.

Jim James, Weyerhaeuser Company, addresses the PEFC General Assembly.



The SFB was honored to host the General Assembly, to showcase US certified forestry operations, and give international delegates a small taste of America's natural beauty. For more information on PEFC, contact Allison Welde (weldea@aboutsfb.org or 703.797.2508).

Save the Date

The 2007 SFI® Annual Conference will be held
September 25-27, 2007 at

snowbird 
ski and summer resort

Salt Lake City, UT

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