

☞ **03hr_AC-FO_ajr0018_pt01**



(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2003-04

(session year)

Assembly

(Assembly, Senate or Joint)

Committee on Forestry...

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
(**ab** = Assembly Bill) (ar = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
(**sb** = Senate Bill) (sr = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

February 11, 2003

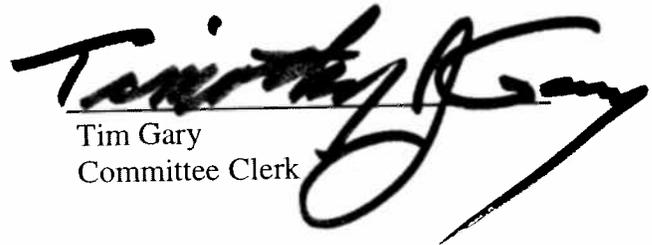
EXECUTIVE SESSION HELD

Present: (5) Representatives Friske, Ainsworth, Seratti, M. Williams and Boyle.
Absent: (1) Representative Hubler.

Moved by Representative Friske, seconded by Representative Boyle that **Assembly Joint Resolution 18** be recommended for adoption.

Ayes: (5) Representatives Friske, Ainsworth, Seratti, M. Williams and Boyle.
Noes: (0) None.
Absent: (1) Representative Hubler.

ADOPTION RECOMMENDED, Ayes 5, Noes 0


Tim Gary
Committee Clerk

Vote Record

Committee on Forestry

Date: 2-11-03

Moved by: Rep. Friske

Seconded by: Rep. Boyle

AB _____ SB _____ Clearinghouse Rule _____

AJR 18 _____ SJR _____ Appointment _____

AR _____ SR _____ Other _____

A/S Amdt _____

A/S Amdt _____ to A/S Amdt _____

A/S Sub Amdt _____

A/S Amdt _____ to A/S Sub Amdt _____

A/S Amdt _____ to A/S Amdt _____ to A/S Sub Amdt _____

Be recommended for:

- Passage Adoption Confirmation Concurrence Indefinite Postponement
- Introduction Rejection Tabling Nonconcurrence

Committee Member

Representative Donald Friske

Representative John Ainsworth

Representative Lorraine Seratti

Representative Mary Williams

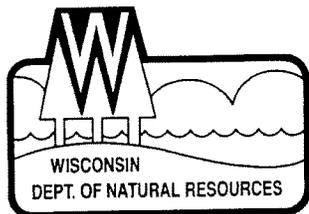
Representative Mary Hubler

Representative Frank Boyle

Aye No Absent Not Voting

Totals: 5 0 1 0





State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

Jim Doyle, Governor
Scott Hassett, Secretary

101 S. Webster St.
Box 7921
Madison, Wisconsin 53707-7921
Telephone 608-266-2621
FAX 608-267-3579
TTY 608-267-6897

Joint Resolution on Sustainable Forestry (LRB1705-1)
Assembly Committee on Forestry

Department of Natural Resources Testimony
Paul J. DeLong, Administrator
Division of Forestry
January 11, 2003

Mr. Chairman and Committee Members:

Hello. My name is Paul DeLong. I am the Administrator of the Department of Natural Resources' Division of Forestry. I appreciate this opportunity to appear before you to discuss the Joint Resolution on Sustainable Forestry. The resolution acknowledges the vast extent of Wisconsin's forest resources and their vital contribution to our quality of life. The resolution encourages efforts to further enhance our forest resources through sound, science-based management systems being promoted by the Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), and other credible forest certification systems such as ISO 14001 and the Tree Farm program.

The Department of Natural Resources supports the resolution, which is consistent with Wisconsin's century-long commitment to conservation and the evolution of sustainable resource management.

Some of you might have heard that in 2004 we will be celebrating 100th anniversary of Wisconsin's Forestry Program. It began in 1904 when E.M. Griffith was hired as the first state forester. The progress we have made in the intervening century is astounding. With help and support of the Legislature and many partners, the Department has...

- Developed effective fire control and forest health programs;
- Restored millions of acres of fire-scared and tax-delinquent forestland to productivity through the State and County Forest Programs;
- Extended forestry assistance to over 10 million acres of forests owned by families and individuals by providing incentive programs, forestry education and technical management assistance to private landowners;
- Built extensive partnerships that enable public and private forestland to be managed for maximum benefits within an ecosystem framework.

The list could certainly go on, however, my point is that **Wisconsin's commitment to sustainable forestry is unequivocal**. Take a look at our public State Forest Law and the private Managed Forest Law — they are both models of sustainability based on ecological, economic and social considerations. Or look at the mission of the Division of Forestry:

To work in partnership to protect and sustainably manage Wisconsin's forest ecosystems to supply a wide range of ecological, economic and social benefits for present and future generations.

Why then take an interest in external forest certification programs? What can forest certification offer that Wisconsin isn't already achieving on its own?

Forest certification (or green certification) programs use objective, third party assessments to identify land that is well managed. Their aim is to educate both landowners and consumers about the importance of sound ecosystem management. Certification offers opportunities to enhance the image of forest

management activities and improve the credibility of sound forestry claims. The growing demand for certified products is also creating markets for those who are nurturing and harvesting timber within certified sustainable forestry systems.

While not all the prospective benefits of forest certification have yet materialized, there are clear trends. European consumers and increasingly those in the United States find value in third-party confirmation that forestland is well managed. There is more trust in third-party certification than in self-made claims, even for governmental bodies that have sustainable forestry laws like Wisconsin's. While we know our forests are well managed, it helps our public image and boosts the confidence that people have in our programs to have others affirm that what we are doing meets high standards. The educational value of certification campaigns can be significant because increased certainty can inspire landowners to become actively engaged in sustainable forestry on their own land.

As time passes in a global marketplace, it is also becoming apparent that certification may become a necessary cost of doing business to assure market access for the sale of Wisconsin stumpage and manufactured forest products. Wisconsin forest industries (especially the paper producers) are being driven to change procurement preferences by international demand for certified products. If Wisconsin firms cannot procure certified raw materials, there is a risk of production being moved to Europe or elsewhere.

Yes, Wisconsin is doing a great job improving and protecting our forest resources, and forest certification has the potential to:

- Help us gain acknowledgment for the fine work that we are doing;
- Facilitate continued strength of our forest economy through access to global markets;
- Teach people that they can enjoy the many benefits of forests without damage to the environment;
- Help keep the application of high standards truly voluntary on private lands. (Mandatory forest practice laws are unnecessary in a culture that is committed to sustainable forestry as a matter of common practice.)

Wisconsin DNR has actively participated with partners in the development of certification programs and their application in the state. Through our participation we continue to explore questions about certification:

- Is there enough flexibility among the choice of certification systems such as SFI, FSC, ISO 14001, Tree Farm and possibly others that will meet the needs of a variety of landowners?
- Are landowners ready and willing to join into certification?
- Are there any conflicts between the criteria of specific certification systems and the laws and regulations for Wisconsin's forestry programs?
- Are the initial costs of certification assessment and the ongoing costs of audits reasonable?
- How might participation in certification affect workload for the Department and partners?
- Are certification programs open and committed to continue working in partnership at the table?

Recognizing that forest certification programs share our vision of sustainable forestry, the Joint Resolution on Sustainable Forestry is indeed appropriate. The resolution will foster efforts to explore forest certification's potential benefits as well as assess the costs, and so the Department of Natural Resources and Division of Forestry welcome and support the initiative.





February 6, 2003

To The Honorable Representative Donald Friske
Wisconsin State Legislature
Madison, Wisconsin

Dear Representative Friske:

I want to commend you for your interest in promoting sound forestry practices within the State of Wisconsin as evidenced by your Resolution LRB1705-1 on Sustainable Forestry. I would offer some observations that may be important for the legislature to know as they consider this resolution.

- Certification of forest products was initiated in an attempt to encourage proper forest management activities in the tropical rainforest areas of third world countries in which no forest management was being practiced. No thought or plans for sustaining the forest was being considered as trees were being cut in these areas. The idea of certifying forest products then spread to Europe and North America in order for forest products companies to assure their customers that they were not contributors to destructive forest practices - regardless of location.
- The United States, and I would argue Wisconsin, practice sustainable forestry on both public and private lands to a degree equaled by only a few countries of the world. This is the case now and has been the case for lands under the care of professional foresters since the early 1900's.
- Most forest product certification programs including SFI and FSC come with a cost. This cost may be too high for public forestlands and for small private landowners to absorb alone and who already manage forestlands sustainably using the services of a professional forester. An unintended consequence of mandating only certain certification programs that charge a fee for certification is a withdrawal of forest lands from commercial production. [I realized that this resolution simply affirms support for SFI and FSC, but mandating certification by law is certainly an option of which this resolution could provide the precedent.]
- There are a number of certifying organizations of which SFI and FSC are only a subset. Some others include ISO and the Tree Farm System (free certification).
- It is important to consider that one size (related to certification) may not fit all and that a mix of certifying bodies may be necessary to accommodate the needs of both various suppliers and various buyers of raw and finished forest products.

- Members of the legislature may find the following references helpful to their deliberations.
 - Forest Certification in North America (2002)
→ <http://eesc.orst.edu/agcomwebfile/edmat/EC1518.pdf>
 - WI Natural Resources (2002) article/insert HTML version starts here:
→ <http://www.wnrmag.com/supps/2002/feb02/intro.htm>
 - SAF Task Force Report (1999)
→ <http://64.78.50.23/policy/fmcp1999.html>

If you have any questions or concerns about this matter please feel free to contact me.

Sincerely,

Robert Rogers

Robert Rogers, Ph.D., C.F.
Chair, Wisconsin Society of American Foresters
Professor of Forestry
College of Natural Resources
University of Wisconsin – Stevens Point
Stevens Point, WI 54481

715-346-4192
brogers@uwsp.edu



Dialogue on Forest Certification: Maximizing Potential from Lessons Learned *Co-Chairmen's Summary*

**October 16-18, 2002
Geneva, Switzerland**

Convened by The Forests Dialogue (TFD)

TFD Co-Chairs:

Nigel Sizer - The Nature Conservancy

Scott Wallinger - MeadWestvaco Corporation

Facilitated by the Meridian Institute with support from Yale University's
Global Institute of Sustainable Forestry and the Program on Forest Certification

Financial support from:

The Nature Conservancy

The World Bank

The World Business Council for Sustainable Development

The Ford Foundation

Yale Program on Forest Certification

On October 16-18 2002, The Forests Dialogue (TFD) convened a meeting in Geneva, Switzerland on forest certification (hereafter referred to as the Geneva Dialogue).^{*} To our knowledge this was the first time such a broad, international cross-section of forest certification leadership and advocacy met for informal discussion to achieve the following objectives:

- Share aspirations and strengthen working relationships.
- Discuss the goals of forest certification programs and the success or inability of existing programs to achieve their goals.
- Identify and explore how to apply lessons learned from the first ten years or more of experience with forest certification.

The Geneva Dialogue participants recognize and respect the important and legitimate value differences that exist within society regarding the complex subject of sustainable forest management and certification. While attendees in the Geneva Dialogue participated as individuals, rather than official spokespersons of their organizations, many important perspectives were represented at the meeting. These include several of the most prominent forest certification programs, forest products companies from Europe, North America and South America, non-industrial forest landowners from Europe and North America, social and environmental non-governmental organizations (NGOs) based in Asia, Europe, and North America, an international trade union, a prominent retailer of consumer products that depends on forest products, foundations that fund forest certification, and academic experts in the field.

As Co-Chairmen of this meeting, we prepared this summary to convey our understanding of the conclusions and accomplishments of this informal event. Soon, a more detailed summary will be prepared and made available. Given the nature of the groundrules that were used for this facilitated dialogue, and out of respect for the formal decision-making processes of forest certification programs in particular, the statements and conclusions contained in this document should not be interpreted as binding commitments or obligations on the part of the home organizations of the meeting participants. Rather, it is our sense that the participants in the Geneva Dialogue are personally committed to acting on the ideas and informal conclusions of this meeting. A list of meeting participants is attached. While this list includes the organizational affiliations of the attendees, we include these affiliations for the sole purpose of clearly identifying the meeting participants.

The Geneva Dialogue participants believe forest certification is a powerful tool that has and will continue to play an important role in our collective efforts to make tangible progress toward the *shared goal of sustainable forest management*. They affirmed the value of continuing the constructive dialogue that was initiated in Geneva and intend to continue action-oriented, multi-stakeholder processes, with the following objectives:

1. Continue to build positive working relationships among the leaders, users (forest land owners, producers, processors, and retailers), stakeholders, and implementers of forest certification programs.
2. Develop a compelling vision and partnerships that will lead to improvements in forest certification programs and contribute to these programs achieving their potential globally.

^{*} For more information on the meeting, please contact one of the people listed on the last page of this document. For more information on The Forest Dialogue please see <http://research.yale.edu/gisf/tfd> and the attached list of Steering Committee members.

3. Gain greater understanding of the themes that emerged from the Geneva Dialogue. This requires moving beyond anecdotal information to more systematic sharing of experience. It will also require a better understanding of the similarities and differences between forest certification programs, and the identification of lessons learned from the development and implementation of forest certification with the aim of applying these lessons to the improvement of all forest certification programs. Some of the major themes that were discussed in the Geneva Dialogue include the following:
- The relationship between forest certification and other institutions that are essential to moving toward the shared goal of sustainable forest management. Participants agreed that a more complete and thorough understanding was needed of the institutional contexts within which forest certification programs are being developed and implemented. Important lessons can and should be learned about how forest certification can be used to reinforce rather than detract from the important role that other institutions (including governments, laws and regulations, universities and other capacity building institutions) should play in creating a more sustainable future.
 - In the North America and Europe, one or more of the certification systems appear to have certified most of the more easily certifiable industrial forestland. While certification of the much larger population of private, non-industrial forest owners has been prominent in Europe and, to a lesser extent, the United States, it will require much more creative and collaborative efforts among private and other institutions to work with non-industrial forest landowners to provide supporting information and services to promote improved practices, make the case for the value of certification, and provide low-cost means of certification.
 - In the developing world, significant progress in forest certification will require more creative and collaborative efforts to develop the legal, research, and educational institutional capacities that provide the context within which forest certification can be used to help improve forest management practices.
 - A more nuanced and refined qualitative and quantitative analysis of the business case for forest certification is needed. Third-party certification will continue to be an important element of marketing industrial forest products. Product labeling may be more important for smaller producers who have less name recognition and who sell through channels where the retailer itself is not the primary "brand." However, a growing number of parties will pursue certification as a means to demonstrate they are practicing forestry under locally and more broadly acceptable terms.
 - Exploration of a broader, more ambitious vision for certification that goes far beyond the capacity of any of the existing systems to address the challenges of forest management globally and the role that wood fiber and other renewable resources from forests can and should play in a sustainable future.

Participants in the Geneva Dialogue believe the issues outlined above must be addressed if forest certification programs are to achieve their full potential as a means of promoting sustainable forest management.

While the diversity of participation in the Geneva Dialogue was broad, some interests and regions were not represented as strongly as we would like if we are to achieve the objectives outlined above. A preliminary assessment of the stakeholders that should be better represented in future steps of the multi-stakeholder process that was initiated in Geneva include:

- More stakeholders from developing countries who are involved in creating and supporting sustainable forest management and certification programs, as well as the sources of development capital that are assisting in these efforts.
- Social and environmental non-governmental organizations (NGOs) that share the overarching goal of sustainable forest management and are willing to contribute constructively to the objectives outlined above.
- More and different scales of businesses that purchase and sell products that are dependent upon wood and wood fiber.
- Governmental and inter-governmental organizations that share and are willing to contribute to the above objectives for forest certification.

Questions about the Geneva Dialogue and the multi-stakeholder process described in this summary document should be addressed to the Co-Chairs of TFD and the Geneva Dialogue – Nigel Sizer of The Nature Conservancy and Scott Wallinger of MeadWestvaco; the TFD Secretariat – Gary Dunning of Yale University's Global Institute of Sustainable Forestry; or Tim Mealey of the Meridian Institute, who served as facilitator of the Geneva Dialogue. Contact information of these individuals can be found following the attached list of attendees.

The Forests Dialogue Steering Committee

Nigel Sizer	(Co-Chairman) The Nature Conservancy, Indonesia
Scott Wallinger	(Co-Chairman) MeadWestvaco, USA
Mubariq Ahmad	World Wildlife Fund, Indonesia
Steve Bass	International Institute for Environment and Development, UK
Linda Delgado	World Resources Institute, USA
Kerstin Canby	The World Bank, USA
Joseph Crochet	European Confederation of Private Forest Owners, Luxemborg
Claes Hall	Aracruz Celulose, Brazil/Sweden
Olav Henriksen	UPM-Kymmene, Finland
Thomas Jorling	International Paper Company, USA
Thor Lobben	Norske Skog, Norway
Tage Klingberg	University of Gävle, Sweden
Stewart McGinnis	IUCN - World Conservation Union, Switzerland
Cassie Phillips	Weyerhaeuser, USA
Gisbert Schlemmer	Intl. Confederation of Building and Wood Workers, Germany
Robert Simpson	American Forest Foundation (Tree Farm System), USA
Justin Stead	Global Forest Trade Network, UK
Changjin Sun	Livelong Environment Corporation, China
Justin Ward	Conservation International, USA
Alexey Yaroshenko	Greenpeace, Russia
Gary Dunning	TFD Secretariat, Global Inst. of Sustainable Forestry, Yale University, USA

For more information, please contact:

Nigel Sizer
(TFD Co-Chairman)
Director, Asia-Pacific & California Forests Program
The Nature Conservancy
P.O. Box 6596 JKPWB
Jakarta 10065, Indonesia
phone number: +62-251-622622 / mobile: +62-811-875-485
fax number: +62-251-622100
e-mail: nsizer@tnc.org

Scott Wallinger
(TFD Co-Chairman)
Senior Vice President, Forestry
MeadWestvaco Corporation
One High Ridge Park
Stamford, CT 06905
United States
phone number: 203-461-7560
fax number: 203-461-7574
e-mail: rswalli@meadwestvaco.com

Gary Dunning
(TFD Secretariat)
Executive Director
Global Institute of Sustainable Forestry
Yale University
360 Prospect Street
New Haven, CT 06511
United States
phone number: 203-432-5966
fax number: 203-432-3809
e-mail: gary.dunning@yale.edu

Tim Mealey
(Geneva Dialogue Facilitator)
Senior Partner
Meridian Institute
1101 14th Street NW, Suite 420
Washington, DC 20005
United States
phone number: 202-354-6454
fax number: 202-354-6441
e-mail: tmealey@merid.org

Participant List

Nigel Sizer - The Nature Conservancy (*TFD and Geneva Dialogue Co-Chair*)
Scott Wallinger - MeadWestvaco Corporation (*TFD and Geneva Dialogue Co-Chair*)
Mubariq Ahmad - University of Indonesia and World Wildlife Fund – Indonesia
Steve Bass - International Institute for Environment and Development
Hank Cauley - Innovative Environmental Technologies, Inc.
Michael Conroy - Ford Foundation
Joseph Crochet - Confederation of European Forest Owners
Linda Delgado - World Resources Institute
Richard Donovan - Rainforest Alliance
Chris Elliott - World Wildlife Fund International
James Griffiths - World Business Council for Sustainable Development
Ben Gunneberg - Pan European Forest Certification Council
Claes Hall - Aracruz Celulose S.A.
Timo Heikka - Stora Enso Oyj
Olav Henriksén - UPM-Kymmene Corporation
Peter Johnson - Canadian Standards Association International
Rachel Jordan - Certified Tree Farmer, American Tree Farm System
Thomas Jorling - International Paper Company
Tage Klingberg - University of Gävle and Forest Landowner
Heikko Leideker - Forest Stewardship Council International
Martin Lillandt - Finnish Central Union of Agricultural Producers and Forest Owners
Thor Lobben - Norske Skog Industrier
Errol Meidinger - State University of New York, Buffalo Law School
Michael Northrop - Rockefeller Brothers Fund
Carlton Owen - Sustainable Forestry Board of the Sustainable Forestry Initiative
Cassie Phillips - Weyerhaeuser Company
Simon Rietbergen - IUCN – World Conservation Union
Carlos Alberto Roxo - Aracruz Celulose S.A.
Robert Simpson - American Tree Farm System
Clifford Schneider – MeadWestvaco Corporation
Christer Segersteen - Swedish Forest Owners Association
Justin Stead - Global Forest and Trade Network
William Street, Jr. – International Federation Of Building and Wood Workers
Gudmund Vollbrecht - IKEA
Paul Wooding - Canadian Forest Products Ltd.

Geneva Dialogue Support, Research and Facilitation Team

Benjamin Cashore - Program on Forest Certification, Yale University
Gary Dunning - Global Institute of Sustainable Forestry, Yale University
Tim Mealey - Meridian Institute
Emily Noah - Program on Forest Certification, Yale University
Shawn Walker - Meridian Institute



WISCONSIN STATE LEGISLATURE

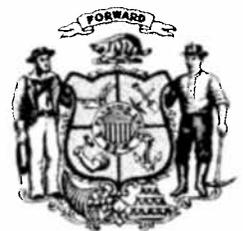


TABLE OF CONTENTS

Letter from our Forum Hosts 1
 Plenary Sessions 2
 Breakout Sessions 9

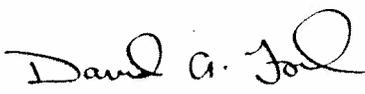
WELCOME TO THE FOREST LEADERSHIP FORUM

This is truly an exciting time as we gather to discuss the key issues affecting forest management and forest products trade throughout the world. The collaborative spirit of this event was born out of the realization that we have more to gain from building on our common concerns than by emphasizing our differences.

As co-hosts, we reached out to our colleagues in the forest industry, the environmental community and in the manufacturing and retail business sectors to find support for a conference program based on constructive engagement. We were overwhelmed by the positive response from all corners. As a groundbreaking venue for uniting environmentalists, retailers and the forest products industry around common values, the Forest Leadership Forum is an important turning point and a means to initiate a productive dialogue.

The Forum offers something for corporate leaders, environmental organizations, community groups, and buyers and suppliers of forest products. There are opportunities to seek future competitive advantage, promote environmental and social responsibility, and learn about new ways to support well-managed forests through the power of the marketplace. Whether your reasons for attending are economic, social, environmental or all of the above, you will find presentations, discussions and exhibits to engage you.

We are very pleased that you have decided to attend the Forest Leadership Forum, to join us in fostering a lasting atmosphere of mutual respect and collaboration. There is much work to be accomplished and challenges to be overcome, but together we have a unique opportunity to build constructive dialogue and new relationships that benefit the long-term health of our communities, economies and environment.



David Ford
 President and CEO
 Certified Forest Products Council



Chris Elliott, Ph.D
 Director, Forests for Life
 WWF - International

Steering Committee

- Suzanne Apple
The Home Depot
- Bruce J. Cabarle
WWF-US
- David A. Ford
Certified Forest Products Council
- George A. O'Brien
International Paper
- Justin Stead
WWF-Global Forest and Trade Network
- R. Scott Wallinger
MeadWestvaco

Program Committee

Co-Chairs:

- Kristin Bonner
Certified Forest Products Council
- Nick Brown
WWF-US
- Cassie Phillips
Weyerhaeuser

Members:

- Kerry Cesareo
WWF-US
- Sharon Haines
International Paper
- Debbie Hammel
Natural Resources Defense Council
- Mark Hurley
WWF-US
- Alex Moad
USDA Forest Service
- Margaret Rainey
WWF-Global Forest and Trade Network

Forum Hosts:



INTRODUCTION AND WELCOME *Thursday, 8:30 a.m. – 9:15 a.m., Exhibit Hall A*



David A. Ford, *President and CEO, Certified Forest Products Council*

David A. Ford is the president and CEO of the Certified Forest Products Council, an independent, not-for-profit, voluntary business initiative aiming to improve forest management worldwide by championing and promoting responsible forest products buying practices. Mr. Ford began his career as a forester with the U.S. Forest Service in California, where he gained extensive experience in timber sale planning, logging systems design and contract administration, and fighting wildfires. Prior to CFPC, Mr. Ford served as the president of the Independent Forest Products Association—a group representing small family-owned forest products manufacturers before government agencies and Congress. Mr. Ford holds a BS in forest management from the University of Illinois and is a graduate of the U.S. Forest Service's Forest Engineering Institute.

I. LEADERSHIP FORUM: VISIONS AND PERSPECTIVES *Thursday, 9:30 a.m. – 11:30 a.m., Exhibit Hall A*

Led by representatives of a major environmental organization and the world's largest forest products company, the Leadership Forum opens a vision for a new collaborative dialogue among leaders in the environmental, businesses and social interest communities around significant forest issues of the day. Speakers and respondents provide perspectives on potential mutual approaches to making certification a more effective tool in promoting sustainable forestry and reducing trade in products from irresponsibly managed forests; defining, identifying and conserving forests of high conservation value; and reducing and eliminating illegal logging.



Moderator: Paul W. Hylbert, *President and CEO, Lanoga*

Paul W. Hylbert joined Lanoga in early 2001 and is a member of the board of directors. His industry background includes a 20-year tenure with Wickes, directing European operations, running Wickes Lumber, and serving as Group Officer for several Wickes-owned businesses, including Sequoia Supply, a wholesale distribution business. In 1987, Mr. Hylbert became president and CEO of Sequoia Supply following a leveraged buyout. The firm was later renamed Prime Source. Mr. Hylbert holds a bachelor's degree from Denison University and a master's in business administration from the University of Michigan.



Speaker: Chris Elliott, *PhD, Director, Forests for Life Program, WWF International*

Chris Elliott is the director of WWF's Forests for Life Target Driven Program, based at WWF International in Switzerland. He has a doctorate in forest policy from the Swiss Federal Institute of Technology and a master's degree from the Yale School of Forestry and Environmental Studies. Chris is a member of the UNECE/FAO team of specialists for the temperate and boreal forest resource assessment 2000. He was the first chair of the Forest Stewardship Council and is a former member of the scientific advisory board of the European Forest Institute.



Speaker: George A. O'Brien, *Senior Vice President, International Paper*

George A. O'Brien is senior vice president of Forest Resources and Wood Products for International Paper worldwide. O'Brien has overall responsibility for IP's Forest Products group, including Forest Resources, Lumber Products, Panels & Engineered Wood and Weldwood of Canada, Limited. He will have the leadership role for the company's sustainable management of its forestlands, fiber procurement activities for its U.S. pulp, paper and wood products facilities and the manufacturing, marketing and sales of its high-quality wood products used for residential and commercial construction throughout the world. O'Brien has a bachelor's of science degree in petroleum engineering and a master's in business administration from the University of Texas in Austin.



Complementary Response: Ron Jarvis, Merchandising Vice President – Lumber, The Home Depot

Ron Jarvis joined The Home Depot in February 1995 as a product merchandise manager of lumber and building materials for the Southeast Division in Tampa, Florida. In November of 1998, Ron was promoted to divisional merchandise manager responsible for Lumber, Building Materials, Millwork, Plumbing, Kitchen, Fashion Bath, Garden and Hardware. In June of 2000, Ron was named the global product merchant, environmental. In this newly created position, Ron's focus was to partner with vendors and merchants across all Home Depot companies including International, to keep focus on environmental purchasing. In July of 2001, Ron was promoted to merchandising vice president, responsible for the lumber department. Ron holds a bachelor's degree from North Carolina State University in business management and economics.



Complementary Response: David C. Nahwegahbow, Canadian Aboriginal Lawyer with Nahwegahbow, Nadjiwan, Corbiere

David C. Nahwegahbow is the senior partner of the First Nation law firm Nahwegahbow, Nadjiwan, Corbiere, established in Ottawa, Canada since 1982. David, a member of the Whitefish River First Nation, received his law degree from the University of Ottawa in 1980 and has been a member of the Ontario Bar since 1982. His firm represents a variety of First Nations and Indigenous organizations across Canada. David's expertise lies in Indigenous lands and resource rights issues. David is also the past President of the Indigenous Bar Association in Canada.



Complementary Response: L. Keville Larson, Chairman, Larson & McGowin and President, Forest Landowners Association

L. Keville Larson is chairman of the board of Larson & McGowin, Inc. in Mobile, Alabama. Larson & McGowin is a diversified forestry consulting firm providing complete forest management for large and small ownerships and individual consulting services to various attorneys, individuals, financial institutions and corporations. He received a bachelor's of arts degree in geography from Stanford University and a master's of forestry degree from Yale University.



Complementary Response: Yvan Hardy, PhD, Assistant Deputy Minister, Canadian Forest Service, Natural Resources Canada

Yvan Hardy has held since 1993 his current position of assistant deputy minister of the Canadian Forest Service, Natural Resources Canada (NRCan). As such, he is responsible for the management of all aspects of the CFS. The operation of five national networks dealing with different areas of forest science and technology and the negotiation of international and non-governmental partnerships are among his current initiatives. Through Dr. Hardy's commitment, the Canadian Forest Service is a leader in several international forestry activities, including sustainable development, biotechnology, Aboriginal issues, regional and rural issues, and the promotion of scientific researchers. Dr. Hardy has a PhD in forest entomology.

II. CERTIFICATION IN THE U.S AND CANADA *Thursday, 5:00 p.m. – 6:30 p.m., Exhibit Hall A*

How did forest certification arise? What role can certification play in advancing sustainable forestry? This session is framed with an overview of the emergence of forest certification and its role in society and business and an examination of the different values and objectives that drive the primary differences among certification programs. Following, a panel of forest managers discuss their own experiences with certification including the relative benefits and costs of obtaining and maintaining certification and their perspectives on the ability of this tool to meet various economic, social and environmental objectives.



Introduction/Moderator: Benjamin Cashore, PhD, Assistant Professor, Sustainable Forest Policy, and Chair, Program on Forest Certification, Global Institute for Sustainable Forestry, Yale School of Forestry & Environmental Studies

Benjamin Cashore is assistant professor of sustainable forest policy, and chair, Program on Forest Certification, Yale School of Forestry and Environmental Studies, New Haven, CT. He earned BA and MA degrees in political science from Carleton University and a PhD in political science from the University of Toronto. He was a Fulbright Scholar at Harvard University during 1996–1997. He has held positions as a postdoctoral fellow, Forest Economics and Policy Analysis Research Unit, University of British Columbia (1997–1998) and assistant professor, School of Forestry and Wildlife Sciences, Auburn University (1998–2001). His new research project is a comparative analysis of forest certification (eco-labeling) politics in policies in North America and Europe.



Introduction: Alan Knight, OBE, PhD, Head of Social Responsibility, Kingfisher, former Head of Sustainability – B&Q

As the Environmental and CSR Specialist to Kingfisher, the world's third-largest home improvement retailer (including B&Q and Castorama), Alan Knight plays a key role in developing and coordinating Kingfisher's environmental policy and advising the company on future trends and issues. Alan has 13 years experience in forest certification, having served on the FSC board and currently as a technical advisor to FSC-UK. In 1998 he received the OBE from the Queen of England for "services to environment and business." He sits on the UK Government Sustainable Development Commission, chairs the Government's Advisory Panel on Consumer Products and the Environment, and is an ambassador to WWF-UK. He holds a doctorate in marine biology from the University of London and a bachelor's of science degree in geology from the University of Southampton.



Speaker: Ken Higginbotham, PhD, Vice President, Forestry and Environment, Canfor

change:

Paul Wooding

Canadian Standards Assoc. International

Ken Higginbotham was appointed vice president, forestry and environment of Canfor in June 1998. Prior to that, Mr. Higginbotham was the company's chief forester and vice president, coast logging. Born in Denver, Colorado and raised in Twin Falls, Idaho, Ken Higginbotham received both a bachelor's and master's of science degree in forestry from Utah State University and a doctorate in plant ecology from Duke University. Mr. Higginbotham began his career in academia having taught at both the University of North Carolina and the University of Alberta before moving to the public service where he became the assistant deputy minister of the Alberta Forest Service.



Speaker: Rich Hanson, Executive Vice President, Timberlands, Weyerhaeuser

Sustainable Forestry Initiative

Rich Hanson was appointed executive vice president, Timberlands, in February 2002. He had been serving as senior vice president of Timberlands since November 1998. Hanson leads Western Timberlands, Southern Timberlands, Forestry Research and Weyerhaeuser Forestlands International. Since joining Weyerhaeuser in 1969, Hanson has held numerous management positions in the timberlands, wood products and the paper businesses. Most recently, Hanson served as vice president of Western Timberlands from February 1996 to November 1998. Hanson graduated from the University of Oregon in 1965 with a bachelor's of science degree in industrial management.



Speaker: Paul M. Harlan, Vice President, Resources, The Collins Companies

Forest Stewardship Council

Paul M. Harlan has been a valuable leader at the Collins Companies over the past 16 years, including positions as resource manager, sawmill general manager, vice president/western lumber operations, and currently as vice president/resources. He oversees 296,000 acres of FSC-certified Collins lands in Pennsylvania, California and Oregon. Paul is a Board Member for the Forest Stewardship Council — U.S. Initiative and the National Standards Committee for FSC-US. In addition, he serves on the board of the California Forest Products Commission, Co-Chairs the Lake County Resources Initiative Inc., as well as being a Registered Professional Forester (RFP #2451) in the state of California.



Speaker: Rachel L. Jordan, American Tree Farmer, Wisconsin

American Tree Farm System

Rachel L. Jordan manages a farm in southwest Wisconsin, of which over 700 acres is a natural stand of northern hardwoods. The stand was first certified by the American Tree Farm System in the early 1950's under her father's management, and has continued in the program since that time. In 1996, Rachel was named the National Outstanding Tree Farmer of the Year. She is a member the executive committee of the Wisconsin Governor's Council on Forestry, vice chair American Tree Farm System Public Affairs Committee, a director of the National Network of Private Forest Landowners, and secretary of the Elmer G. Biddick Charitable Foundation for Agriculture and Forestry. In 1992, she received the Award of Distinction from the University of Wisconsin-Madison, College of Agricultural and Life Sciences for her leadership contributions in forestry.



March 22 celebration
for Gene

AJR 18

FRISKE spoke in favor of.
Paul DeLong spoke in favor of
Allen Welch; in favor
Colette Matthews in favor
Rachel Jordan in favor