

Company Name

16 days until form is due!

Created by:

Creation date:

Last updated:

Status:

North Carolina SIC

Amy Phillips

29-Jan-2018

12-Mar-2018

Pending

1. Committee Structure and Membership

Attach a copy of SIC organizational guidelines (charter, bylaws, etc.).

NC-SFI-SIC-BY-LAWS-1.9.17.pdf

Copy of organizational guidelines attached?

Yes No

Please indicate why?

included with by laws

SIC Website:

www.ncsfi.org

Please choose the best description of how the SFI Implementation Committee (SIC) is organized?

Semi-autonomous with services or support provided from local forestry association, i.e. indepei ▾

Have all Core Mission items A. Training and Education, B. Inconsistent Practices, C. Landowner Outreach, D. Informational Resources been addressed by the SIC?

Yes No

Does the SIC have bylaws or a charter that formalizes the SFI-specific focus of the committee and the leadership role of SFI program participants?

Yes No

Attach a list of committee members and SIC Supporters, with full contact information, for incorporating into SFI's contact database to ensure committee members get the latest SFI information directly. Please use excel template provided by SFI Inc.

NC SIC Membership List 2018.xlsx

Report the number of committee members and SIC Supporters for each of the following categories:

SFI Applicants and SFI Program Participants (include number of individuals represented in the below categories.)	
Industry SFI Program Participant	34
Government Agency SFI Program Participant	000
University SFI Program Participant	000
Conservation SFI Program Participant	000
SFI Applicant Organizations	000
Other SFI Program Participant	

Did You Know?

This unique grassroots network of close to 1,000 people includes private landowners, independent loggers, forestry professionals, local government agencies, academics,

scientists and conservationists.

The SFI program responds to local needs across North America through 34 SFI Implementation Committees at the state, provincial or regional level.

SIC Supporters (individuals and organizations that are not SFI applicants or SFI Program Participants. Include number of individuals represented in the below categories.)	
Other local forest product sector company	<input type="text" value="000"/>
Government Agency	<input type="text" value="1"/>
University/Forestry Extension	<input type="text" value="2"/>
Conservation Organization	<input type="text" value="1"/>
Family Forest Owner	<input type="text" value="000"/>
Logger	<input type="text" value="000"/>
Consultant	<input type="text" value="1"/>
Forestry Association	<input type="text" value="1"/>
<input type="text" value="Other"/>	

Current SIC Chair

Name

Company/Organization	Weyerhaeuser
Street Address	524 Pride Way
City	Elkin
State/Province	NC
Zip/Postal Code	28621
Phone	336-526-6425
E-mail	amy.phillips@weyerhaeuser.com
Term Start Date	1-Jan-2018
Term End Date	31-Dec-2019

Current SIC Coordinator

Name	Chris Brown
Company/Organization	NC Forestry Association
Street Address	1600 Glenwood Ave., Suite 1
City	Raleigh
State/Province	NC
Zip/Postal Code	27608
Phone	1-800-231-7723
E-mail	cbrown@ncforestry.org

Please list sub-committees and provide email address for sub-committee chair (if applicable):

Sub-Committee Name	Chair	Email Address
Education	Jadie Andrews	jadieandrews@bc.com
Communications	Tony Doster	tdoster@resourcegmt.ca
Inconsistent Practices	Jim Durham	jim.durham@ipaper.com
Landowner Outreach	Scott Smearman	scott.smearman@domt.ca
Marketing & Recruitment	Rand Mathews	rlmathew@gapac.com
Grant Review	Glenn Sheehan	glenn.sheehan@gwrglo.com

For the **CURRENT** calendar year, list meeting type and dates of the scheduled SFI Implementation Committee meetings.

Meeting Type	Date	SFI Inc. Presence Requested
In-person <input type="checkbox"/>	16-Jan-2018	<input type="radio"/> Yes <input checked="" type="radio"/> No
In-person <input type="checkbox"/>	18-Apr-2018	<input type="radio"/> Yes <input checked="" type="radio"/> No
In-person <input type="checkbox"/>	18-Jul-2018	<input type="radio"/> Yes <input checked="" type="radio"/> No
In-person <input type="checkbox"/>	7-Nov-2018	<input type="radio"/> Yes <input checked="" type="radio"/> No
In-person <input type="checkbox"/>	15-Aug-2018	<input type="radio"/> Yes <input checked="" type="radio"/> No

For the **CURRENT** calendar year, list dates and locations of meetings, conferences, or tradeshows or events in which your committee is participating and describe your involvement.

Meeting Name	Date	Location	SIC involvement, if not a committee meeting?	SFI Inc. Presence Requested
Northampton Count <i>Northampton Co. Forest Landowner mtg.</i>	15-Feb-2018	North ▾	Attendi ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Wilson County Fore <i>Wilson Co. Forest Landowner mtg</i>	22-Feb-2018	North ▾	Attendi ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Carolina Loggers A: <i>CLA annual mtg</i>	23-Feb-2018	North ▾	Exhibit ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Arbor Day Celebrat	17-Mar-2018	North ▾	Exhibit ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
NCFA Forestry Can <i>G'boro</i>	23-Apr-2018	North ▾	Sponsc ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Forestry Day in the <i>legislature</i>	17-May-2018	North ▾	Attendi ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
NC Ag Export Expo	24-May-2018	North ▾	Attendi ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
NC SAF Summer mtg	6-Jun-2018	North ▾	Attendi ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No

Meeting Name	Date	Location	SIC involvement, if not a committee meeting?	SFI Inc. Presence Requested
Sustainable Forestry <i>Teachers Exp. So. Pines</i>	18-Jun-2018	North ▾	Sponsor ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Sustainable Forestry <i>Teachers Exp. New Bern</i>	25-Jun-2018	North ▾	Sponsor ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Sustainable Forestry <i>Teachers Exp. Asheville</i>	23-Jul-2018	North ▾	Sponsor ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Forest Landowner Outreach <i>Summit</i>	16-Jul-2018	North ▾	Exhibit ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
NCFA Forestry Camp <i>Lake Norman Raleigh</i>	12-Sep-2018	North ▾	Sponsor ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
NCFA Forestry Camp <i>Lake Norman</i>	26-Sep-2018	North ▾	Sponsor ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Tree Farm annual mtg	6-Oct-2018	North ▾	Exhibit ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
SFI annual meeting	17-Oct-2018	Colorado ▾	Attendee ▾	<input checked="" type="radio"/> Yes <input type="radio"/> No

Meeting Name	Date	Location	SIC involvement, if not a committee meeting?	SFI Inc. Presence Requested
NCFA annual meeti	10-Oct-2018	North ▾	Exhibit ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
NCFA Forestry Camp Wilmington	23-Oct-2018	New Y ▾	Sponsc ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Science Teachers C Conf	8-Nov-2018	North ▾	Sponsc ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No
Western NC Sustainable Forestry Conf.	14-Nov-2018	North ▾	Exhibit ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No

Is the SIC willing to represent the SFI program, on SFI Inc.'s behalf, at local conferences, tradeshows and events, etc.?

Yes No

Provide any additional comments or feedback

N/A

Did your SIC recruit any new SFI Applicants or SFI Program Participants last year?

Yes No

Please list all newly recruited SFI Applicants or SFI Program Participants.

Franklin Lumber Company

Does your SIC workplan/annual goals/annual activities include recruitment efforts this year?

Yes No

**Please list organizations currently identified for SFI Program Participation recruitment efforts.
[Please note SFI Inc. is available for assistance in recruitment efforts.]**

Industry

Promote SFI to facilities that might be interested in certification

Government Agency

University

Conservation Organization

Other

2. Funding & Expenditures

What is your committee's dues structure? (new!)

Assessment on Production and/or acreage

\$.00675/ton, \$.014/acre

Sliding Scale/Tiered approach

Flat Fee

Fundraising activities

In-kind contributions

Other

Are dues only from SFI Program Participants and SFI Applicants?

Yes No

\$3.1 MILLION
 INVESTED BY SFI IMPLEMENTATION
 COMMITTEES IN LOCAL
 COMMUNITIES IN 2016

to support training of
 resource and harvesting
 professionals, outreach
 to family forest-owners
 and environmental
 education.

Since 2007, total
 investment now
 exceeds \$29.5
 million



How much money was spent last year by your committee for SFI Implementation Committee sponsored activities and projects? Provide breakdown of funds spent below.

Activity or Project	Direct Spending USD	In-Kind Support	Details
Logger training and education	11200	<input type="radio"/> Yes <input checked="" type="radio"/> No	Pro Logger video - deck appearance / oil spills, NC OSH FECF+CLA+SLTC - NC OSH Training.pdf PECF - Prologger Training Module 17.pdf
TOTAL	164,164.00		

Activity or Project	Direct Spending USD	In-Kind Support	Details
Landowner outreach	11407	<input type="radio"/> Yes <input checked="" type="radio"/> No	<div style="border: 1px solid black; padding: 2px;">Reprint Landowner guide, Roanoke Henderson Co SWCD grant</div> Henderson County SWCG - Your Forest & Farm.pdf REDI - African American Land Retention.pdf Econ. Devl grant
American Tree Farm System activities	28750	<input type="radio"/> Yes <input checked="" type="radio"/> No	<div style="border: 1px solid black; padding: 2px;">Landowner workshops/annual meeting, re-inspection of tree farms,</div> NC Tree Farm - Forest Summit.docx NC Tree Farm - Landowner Educational Workshops.docx NC Tree Farm - Re-Inspection.docx forest summit
Project Learning Tree activities	3000	<input type="radio"/> Yes <input checked="" type="radio"/> No	<div style="border: 1px solid black; padding: 2px;">PLT Facilitator training</div> NCSU - Project Learning Tree Facilitator Training.pdf
Other Youth Education/Outreach	67000	<input type="radio"/> Yes <input checked="" type="radio"/> No	<div style="border: 1px solid black; padding: 2px;">Sustainable Forestry Teachers Exp</div> Forestry Camps, Goods from Woods boxes No Files ASK Roy segments
Other Community outreach activities	2400	<input type="radio"/> Yes <input checked="" type="radio"/> No	<div style="border: 1px solid black; padding: 2px;">Wake SWCD Forest & Wildlife Enl</div> Wake Soil & Water - Forest & Wildlife Enhancement.pdf
Communication/market outreach	15285	<input type="radio"/> Yes <input checked="" type="radio"/> No	<div style="border: 1px solid black; padding: 2px;">"Our State" ad, NC Ag ad, Booths/displays</div> Nat'l Forest Prod. week sponsor NORTH CAROLINA AGRICULTURE MAGAZINE - 2016 SFI Article.pdf OUR STATE PDF AD 2017.pdf
TOTAL	164,164.00		

Activity or Project	Direct Spending USD	In-Kind Support	Details
Water Quality Protection	2500	<input type="radio"/> Yes <input checked="" type="radio"/> No	Inconsistent practices phone # and No Files <i>monitoring</i>
Conservation Research	000.00	<input type="radio"/> Yes <input type="radio"/> No	No Files
Other Research	000.00	<input type="radio"/> Yes <input type="radio"/> No	No Files
Administration	22622	<input type="radio"/> Yes <input checked="" type="radio"/> No	NCFA admin support, travel to ann No Files
Other			
Other			
TOTAL	164,164.00		

Have all SIC dues collected been used for SFI related purposes (projects, admin, etc)?

Yes No

How much money was contributed last calendar year by SIC supporters and project partners for SFI Implementation Committee – sponsored activities and projects? (Please note: these are dollars raised outside of the committee’s dues. Please do NOT include SFI Program Participant and SFI Applicant dues, but instead include contributions made by the SIC's supporters and partners only.)

8700 USD

Did your SIC jointly support and/or organize any events or activities with neighboring SICs?

Yes No

SIC **Highlight of project, event or activity**

South Caro ▾

Coordinate, produce and share logger training materials.

3. Landowner Outreach (Core Mission Priority)

If you are especially proud of a particular landowner outreach project, event or activity you accomplished last year or plan to achieve this year, provide a description of your top Landowner Outreach activities, for potential elevation through SFI media channels:

Workshop

The NCSIC awarded a \$5000 grant to Roanoke Economic Development, Inc. to assist them with outreach/workshops to help under-served African American landowners connect with resources to help in their land retention.

Upload a file to provide more details

REDI - African American Land Retention.pdf

Brochure

Tours

Other

4. Informational Resources (Core Mission Priority)

If you are especially proud of a particular informational resources project, event or activity that your SIC undertook or plans to undertake with regards to elevating SFI among key influencers, e.g. government agencies, academia, etc., provide a description of your top Informational Resources activities, for potential elevation through SFI media channels:

University Outreach

Legislature Outreach

The NC SIC actively participates and exhibits at the NCFCA annual Forestry Day in the Legislature. The event allows NCFCA and SIC members the opportunity to interact with legislators and inform them of issues of importance to the forestry community.

Upload a file to provide more details

No Files

Government Agency Outreach

Other

Did You Know?

USGBC LEED ACP Promotion:
The Texas SFI Implementation Committee teamed up with WoodWorks and hosted an architects and engineers tour in East Texas to promote the use of wood products in homes and buildings.

The Virginia SFI Implementation Committee partnered with Builders Exchange Association of Virginia to host their annual architects tour showcasing sustainable forest management practices, highlight wood as a green building material and discuss opportunities to earn green building certification

credit for using wood products
certified to the SFI Standards.

5. Inconsistent Practices (Core Mission Priority)

What is the SIC's mechanism in place to address concerns regarding Inconsistent Practices?

NC-SFI-Inconsistent-Practices-Procedures.pdf

What mechanism does your SIC utilize to receive inquiries?

- Phone number
- Website contact form
- Formal letter
- Other

Describe how your SIC advertises or communicates the inconsistent practices process:

- Publications
- Websites
- Billboards
- Other

SFI 2015-2019 SFI Forest Management Standard Objectives and Principals

Objective/Principal	Number of inconsistent practices involving SFI Participants		Number of SFI participants with More than One Inconsistent Practice
	Addressed & Resolved	Addressed & Unresolved	
None Selected			

SFI 2015-2019 SFI Fiber Sourcing Standard Objectives and Principals

**Number of inconsistent practices
involving SFI Participants**

Objective/Principal	Addressed & Resolved	Addressed & Unresolved	Number of SFI participants with More than One Inconsistent Practice
None Selected			
Total inconsistent practices involving SFI Participants	0	0	

Provide aggregate reporting information (no names) on inconsistent practices below.

Total number of inquiries received last year - valid or not, SFI & non-SFI

6. Logger Training and Education (Core Mission Priority)

Please select the SIC-recognized logger training and education program in your state/province.

North Carolina ProLogger

In addition, does this SIC recognized logger training program have the added designation of being a "certified logging professional" program, as defined in the SFI 2015 - 2019 Standards and Rules, Section 13?

Yes No

TRAINED HARVESTERS

10,812 RESOURCE AND HARVESTING PROFESSIONALS

participated in training in 2016, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements (cumulative total since 1995: 181,319*).

*This total may include individuals who have completed training programs more than once. Data provided by Forest Resources Association

7. Best Management Practices for Water Quality

Does your state/provincial forest agency monitor voluntary compliance with BMP's?

Yes No

Can the State/Provincial BMP Monitoring be used for BMP compliance within the SFI Fiber Sourcing Standard?

Yes No Unknown

Please provide the most current overall figure on the rate of compliance for BMPs

% compliance

84

Year/period

2016

If available, please send a copy of the state/provincial BMP report on compliance.

2017YIR_Forestry_web.pdf

WATER



"SFI (has) made important contributions to improved best management practices

implementation through logger training, landowner outreach and water quality requirements."

NATIONAL ASSOCIATION OF STATE FORESTERS



8. Research, Conservation and Community Projects & Partnerships (Secondary Mission Priority)

Is your SIC currently involved in, or supporting, any research, conservation and/or community partnership projects, either through the SFI Grant Program or otherwise?

Yes No

Forestry & Environmental Camps**Project Name**

Forestry & Environmental Camps

Lead Organization and Main Contact**Organization Name**

North Carolina Forestry Association

Main Contact's Name

Amy Juliana

Main Contact's Email

ajuliana@ncforestry.org

Project Details**Project Description**

(max. 300 words)

The NCSIC provides \$10,000 of financial support as well as many volunteers to conduct 3-4 camps annually for 6th grade students across our state. Camps reach well over 1000 students, teachers, and parents who are exposed to forestry principles such as ecology, forest products, dendrology, tree and land measurement and other topics.

Is this a Research or Conservation Project?

Yes No

Project Partners

(check all that apply)

- Academic
- Research organization
- Conservation organization
- Government agency
- Community organization (including but not limited to Habitat for Humanity, Scouting organizations, 4-H, Future Farmers of America, etc.)
- Other SIC
- Program Participant
- Other

North Carolina Forestry Association

SFI Standard Objective most Relevant to Project

Objective 11. Training and Education 

Select Region

North Carolina

Start Date

End Date

30-May-2017

20-Oct-2017

Estimated Total Project Cost

USD

SIC Contribution

USD

Supporting Documentation

2017 camp agenda.pdf

May SFI Inc. share this project partnership data externally, as part of a compiled summary across SFI Implementation Committees and SFI Program Participants, ensuring confidentiality?

Yes No

Sustainable Forestry Teacher's Experience

Project Name

Lead Organization and Main Contact

Organization Name

Main Contact's Name

Main Contact's Email

Project Details**Project Description**

(max. 300 words)

The SFTE reached 102 teachers from across the state in 2017. Teachers spend 3-4 days learning about forestry practices, sustainability, and certification as well as visiting mills, logging sites and educational forests. PLT training is incorporated into the program and teachers are able to leave with several lesson plans already prepared.

Is this a Research or Conservation Project? Yes No**Project Partners**

(check all that apply)

- Academic
- Research organization
- Conservation organization
- Government agency
- Community organization (including but not limited to Habitat for Humanity, Scouting organizations, 4-H, Future Farmers of America, etc.)
- Other SIC

 Program Participant **Other****SFI Standard Objective most Relevant to Project****Select Region**

None Selected

Start Date

End Date

12-Jun-2017

28-Jul-2017

Estimated Total Project Cost

69200

USD

SIC Contribution

40000

USD

Supporting Documentation

2017 Sustainable Forestry Teachers Experience Agenda.docx

May SFI Inc. share this project partnership data externally, as part of a compiled summary across SFI Implementation Committees and SFI Program Participants, ensuring confidentiality?

Yes No

Sustainable Forestry and African American Land Retention Program

Project Name

Sustainable Forestry and African American Land Retention Program

Lead Organization and Main Contact

Organization Name

Main Contact's Name

Main Contact's Email

Project Details

Project Description

(max. 300 words)

REDI is the nonprofit arm of the Roanoke Electric Cooperative and is currently implementing the African American Land Retention Project in 7 northeastern NC counties service by Roanoke Electric. The goal is to restore and conserve forestland belonging to underserved African American landowners by connecting them with resources to gain clear land title, develop forest management plans and market and conduct timber sales.

Is this a Research or Conservation Project?

 Yes No

Project Partners

(check all that apply)

- Academic
- Research organization
- Conservation organization
- Government agency

- Community organization (including but not limited to Habitat for Humanity, Scouting organizations, 4-H, Future Farmers of America, etc.)

Other SIC

Program Participant

Enviva Biomass

Other

NC Tree Farm Program, NC Forestry Association, NCSU Extension Forestry

SFI Standard Objective most Relevant to Project

Objective 12. Community Involvement and Landowner Outreach

Select Region

North Carolina

Start Date

End Date

1-Jan-2017

31-Dec-2017

Estimated Total Project Cost

299000

USD

SIC Contribution

5000

USD

Supporting Documentation

REDI - African American Land Retention (002).pdf

May SFI Inc. share this project partnership data externally, as part of a compiled summary across SFI Implementation Committees and SFI Program Participants, ensuring confidentiality?

Yes No

enviorKids Summer Program

Project Name

enviorKids Summer Program

Lead Organization and Main Contact

Organization Name

ILASS

Main Contact's Name

Yasmin Fozard

Main Contact's Email

Fozard12@gmail.com

Project Details

Project Description

(max. 300 words)

The enviroKIDS summer program seeks to narrow the education gap for at-risk and economically disadvantaged youth between the ages of 13-18 years in (middle to high school) using STEM (science, technology, engineering and math). This summer camp is a 4-5 hour a day program which meets 5 days a week. It is an enrichment program comprised of a variety of science-based activities and fieldtrips. The activities are led by partners, consultants, and local and state programs and address forestry, urban forestry, water resources, wildlife, landscape design, technology, gardening and fishing, soils and other available opportunities.

Is this a Research or Conservation Project?

Yes No

Project Partners

(check all that apply)

Academic

NCSU

Research organization

Conservation organization

Carolina Wetlands Association, NC Coastal Federation

Government agency

NC Forest Service, USDA - NRCS, NC Cooperative Extension

Community organization (including but not limited to Habitat for Humanity, Scouting organizations, 4-H, Future Farmers of America, etc.)

Other SIC

Program Participant

Other

JC Raulston Arboretium

SFI Standard Objective most Relevant to Project

Objective 12. Community Involvement and Landowner Outreach

Select Region

North Carolina

Start Date

End Date

1-Jan-2018

31-Dec-2018

Estimated Total Project Cost

60000

USD

SIC Contribution

15000

USD

Supporting Documentation

ILASS - NC SIC Grant Application July 2017.doc

May SFI Inc. share this project partnership data externally, as part of a compiled summary across SFI Implementation Committees and SFI Program Participants, ensuring confidentiality?

Yes No

SFI IMPLEMENTATION COMMITTEES

The Pennsylvania SFI Implementation Committee helped sponsor the 2016 4-H Wildlife and Forestry Field Day where youth and adults from across the state explored wildlife and forestry sciences.

4 young ladies represented Pennsylvania at the 2016 National 4-H Forestry Invitational, which is supported annually by SFI Inc. Many SFI Implementation Committees support their local state 4-H forestry team to attend the annual invitational.



9. Communications and Market Outreach (Secondary Mission Priority)

Does your SIC specifically promote the SFI® program in communications and marketing efforts, as part of the Market Outreach secondary mission priority?

Yes No

Use the form below to describe SFI communications activities completed last year. For each item checked, please include details regarding the activity. (If possible, please include any files as examples for posting on the SIC member's area information sharing portal.)

Printed publications

Details regarding activity (e.g. main message, name of media outlet, how many people reached, costs associated, etc.)

"Our State" magazine is a high-end, quality publication which reaches influential NC residents in both urban and rural areas. The circulation is about 160,000 annually. We placed a full page ad in the October edition (typically the highest circulated month) tying modern day forestry back to the nostalgic beginnings of Biltmore while incorporating the importance of SFI as well. SIC cost was \$9815

Supporting documentation. Uploaded files will be shared through the SIC member's area information sharing portal.

OUR STATE PDF AD 2017.pdf

Advertisements, TV & Radio

Printed Advertisements, e.g. magazines, newspapers, billboards

Details regarding activity (e.g. main message, name of media outlet, how many people reached, costs associated, etc.)

"North Carolina Agriculture" magazine, a "leave-behind" publication used by the state agriculture commissioner to promote various agriculture sectors across NC. Our 1/2 page ad briefly introduces SFI and promotes our grant program as well as publicizes our inconsistent practices phone number. The other 1/2 page was utilized by NC Forestry Association as an introduction to the association and to solicit membership. SIC cost was \$3300

Supporting documentation. Uploaded files will be shared through the SIC member's area information sharing portal.

2017 NC Ag ad.pdf

Tradeshow or Conference attendance

Details regarding activity (e.g. main message, name of media outlet, how many people reached, costs associated, etc.)

WoodWorks - Wood Products Council. Exhibitor for WoodSolutions Fair. ~400 architects, engineers, and other firms related to the forest products industry attended/exhibited. SIC cost \$1500.

Supporting documentation. Uploaded files will be shared through the SIC member's area information sharing portal.

NCSIC tri-fold brochure.pdf

 Event Sponsorship

Details regarding activity (e.g. main message, name of media outlet, how many people reached, costs associated, etc.)

Sponsor National Forest Products Week essay contest. Elementary, middle and high school students from across the state were asked to submit essays related to forest products, sustainable forestry, etc. 1 winner from each group received a savings bond and their teacher was awarded a scholarship to attend the Sustainable Forestry Teachers Experience. Over 1000 entries were received. SIC cost \$500

Supporting documentation. Uploaded files will be shared through the SIC member's area information sharing portal.

No Files

Social Media

Video

Other

Use the form below to describe SFI communications activities planned for the current year. For each item checked, please indicate the topic/theme of the activity. (If possible, please include any files as examples.)

Printed publications

Details regarding activity (e.g. main message, name of media outlet, how many people reached, costs associated, etc.)

May place another ad in NC Ag Magazine

Supporting documentation. Uploaded files will be shared through the SIC member's area information sharing portal.

No Files

 Advertisements, TV & Radio Printed Advertisements, e.g. magazines, newspapers, billboards Tradeshow or Conference attendance Event Sponsorship

Details regarding activity (e.g. main message, name of media outlet, how many people reached, costs associated, etc.)

Will again support the National Forest Products essay contest and have speakers for the Sustainable Forestry Teacher's Experience.

Supporting documentation. Uploaded files will be shared through the SIC member's area information sharing portal.

No Files

 Social Media Video Other

List outlets where the SFI program is promoted and mentioned, i.e. websites, supporting organization's websites, promotional publications, news articles, etc.

SIC website Teachers Experience Publications

10. How Can SFI Serve You Better?

SFI Implementation Committees are SFI Inc.'s strongest asset in communities across North America. SICs represent a grassroots network working with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach, logger training and other community engagement activities.

Please list below any ideas or opportunities where SFI Inc. could better serve your committee. Choose all that apply, or include other items not already listed.

- Development of marketing materials
- Development of presentation templates for training and educational purposes, i.e. SFI 101, It Starts at Home, SFI Standard Requirements, etc.

Updated presentation templates are helpful. Sometimes the information on available templates can be a bit dated.

- Facilitating information sharing more effectively

Huge opportunity to help develop and share logger training materials.

- Issue-specific webinars or discussions
- Assistance with website content and graphics
- Other

- I confirm the information provided herein is final and accurate to the best of my knowledge.

Please enter your full name

Amy O. Phil

2018-03-14

May SFI Inc. share your completed report with all SFI Implementation Committees and/or post on the SIC Member's Only Area of the SFI website?

- Yes No

