



Michael Goergen, Jr.
Panel Chair
Soc. American Foresters

Fred Cabbage
North Carolina State Univ.

Peter de Marsh
Canadian Federation of
Woodlot Owners

Fred Deneke
National Association of
Conservation Districts

Dan Hayes
Panel Vice-Chair
Michigan State University

John Helms
University of California (Ret.)

David Ledford
Rocky Mtn. Elk Foundation

Kathy Lewis
University of Northern BC

Pat McElroy
Washington State Forester (Ret.)

Corbin Newman, Jr.
USDA Forest Service

Tammara Van Ryn
Panel Vice-Chair
Land Trust Accreditation
Commission

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FOR IMMEDIATE RELEASE

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**GOERGEN ELECTED CHAIR
OF SFI® EXTERNAL REVIEW PANEL**

ARLINGTON, VA – Michael T. Goergen Jr., Executive Vice-President and CEO of the Society of American Foresters, has been elected chair of the Sustainable Forestry Initiative® External Review Panel, a group of independent experts who provide external oversight of the SFI program.

"It is an honor to lead the panel as SFI Inc. embarks on a review process that will result in the SFI 2010-2014 standard," said Goergen, who assumed his new role today. "SFI Inc.'s willingness to work with conservation groups, forest managers, academics, product manufacturers, government agencies and so many other organizations has allowed the program to have a positive impact that goes far beyond SFI-certified forests in the United States and Canada."

SFI Inc. and its many partners have created a solid, rigorous forest management standard, he said, and the panel "looks forward to making sure it continues to support countless forest values, such as clean water, wildlife habitat, biodiversity, wood products and aesthetics, today and into the future".

Goergen, a member of the External Review Panel since 2003, replaces Richard W. (Dick) Brinker, Dean and Professor in the School of Forestry and Wildlife Sciences at Auburn University, as panel chair. Dan Hayes of Michigan State University and Tammara Van Ryn of the Land Trust Accreditation Commission were elected vice-chairs.

The panel has advised the SFI program since 1995, providing an ongoing, independent, quality-oriented review of the program; advising the SFI Inc. Board of Directors on appropriate changes to help the program achieve its mission; and ensuring the SFI Inc. annual progress report is objective, meaningful and credible.

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Its volunteer members represent environmental/conservation groups, professional/academic groups, and public agencies. Current members come from universities, government agencies, the Society of American Foresters, the Canadian Federation of Woodlot Owners, the Land Trust Accreditation Commission, the National Association of Conservation Districts and the Rocky Mountain Elk Foundation. A membership committee representing the three categories proposes a slate of candidates, selecting nominees for their individual expertise and experience

SFI Inc. President and CEO Kathy Abusow welcomed Michael Goergen in his new role, and thanked Dick Brinker for his service. "External Review Panel members have consistently delivered the thoughtful, independent expert advice needed to build and maintain a comprehensive, science-based certification standard. The rapid growth in SFI certification shows forest managers and consumers alike recognize this."

SFI Inc. (www.sfiprogram.org) is responsible for a sustainable forestry certification program that is internationally recognized and among the largest in the world. Across North America, 152.5 million acres (61.7 million hectares) are certified to the SFI 2005-2009 Standard, which is based on principles and measures that promote sustainability, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI Standard includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands. SFI Inc. also has chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product.

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Editors: Please note that Michael Goergen's biography and a fact sheet on the SFI External Review Panel are attached.



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BACKGROUND: MICHAEL GOERGEN BIOGRAPHY

Michael Goergen is Executive Vice President of the non-profit Society of American Foresters (SAF), the national scientific and educational organization representing the forestry profession in the United States. Founded in 1900 by Gifford Pinchot, SAF (www.safnet.org) is the largest professional society for foresters in the world.

Goergen is responsible for administration of SAF's organizational programs, services, fund development and financial management, and is spokesman for the 16,000-member society in conjunction with its elected leaders. He serves as publisher of the *Journal of Forestry*, *Forest Science*, the *Forestry Source* and other publications. The SAF's mission is to advance the science, education, technology, and practice of forestry; to enhance the competency of its members; to establish professional excellence; and to use the knowledge, skills, and conservation ethic of the profession to ensure the continued health and use of forest ecosystems and the present and future availability of forest resources to benefit society.

Goergen has been with the SAF since 1976 in a variety of increasingly responsible roles dealing with Congressional Relations and Forest Policy, and has conducted extensive advocacy work before Congress and the White House. He was instrumental in actions that led to increased emergency appropriations for forest restoration and fuel reduction, and the Environmental Protection Agency's commitment to withdraw its total maximum daily load regulation related to water quality standards.

Goergen has also served as Vice-President for the Communities Committee of the Seventh American Forest Congress, Chair of the National Council on Private Forests, a member of the Forest Economics Policy and Program Advisory Committee of Resources for the Future, a member of the Roundtable on Sustainable Forests, and a member of the American Society of Association Executives. He joined the SFI External Review Panel in 2003.

He has won a number of awards, including the Young Forester Leadership Award, Society of American Foresters, 2002; Outstanding Service in Forest Public Policy, National Association of State Foresters, 2001; and Outstanding Graduate Assistant, State University of New York College of Environmental Science and Forestry, 1996. He holds a Bachelor of Science in Environmental Studies, Policy and Management, and a Master of Science in Forestry, Policy and Administration.



SFI External Review Panel – Expert, Independent Oversight

The External Review Panel is an independent panel of experts that provides diverse perspectives and expertise to the Sustainable Forestry Initiative® (SFI®) program while contributing to quality assurance and continuous improvement. Panel members make sure SFI program public documents, including the annual progress report and data, are objective and credible; facilitate public input into the program; and identify emerging issues and opportunities.

External Review Panel Membership

The volunteer External Review Panel is made up of 15 external experts. Its membership maintains a balance of technical skills and organizational experience, with four to six members from each of the following categories – environmental/conservation groups, professional/academic groups, and public agencies (local, state, provincial, tribal or federal governments).

The panel, which has advised the SFI program since 1995, became an independent organization in 1997 with its own charter. A membership committee representing the different categories proposes a slate of candidates from individuals nominated by organizations, agencies, SFI program participants and individuals. Nominees are selected for their individual expertise and experience and, if elected, are eligible to serve for two three-year terms.

Current panel members come from universities, government agencies, the Society of American Foresters, the Canadian Federation of Woodlot Owners, the Land Trust Accreditation Commission, the National Association of Conservation Districts and the Rocky Mountain Elk Foundation.

SFI Inc. may name one program participant as its liaison to the panel. This individual has no voting rights, and is not subject to panel term limits and election processes.

Activities and Responsibilities

The External Review Panel provides an ongoing, independent, quality-oriented review of the SFI program and advises the SFI Inc. Board of Directors on appropriate changes to help the program achieve its mission. It also ensures the SFI Inc. annual progress report and the data in it are objective, meaningful, credible, and fairly state the status of program implementation.

The panel ensures that the development and revision of the SFI certification standard embodies an open, fair and inclusive process that addresses the ideas forwarded through comments submitted.



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If panel members feel there is potential to improve the SFI program or implementation, they can undertake studies, either in partnership with SFI Inc. or funded through other sources. They can also arrange field visits of SFI-related forestry operations to obtain information, review operations and address issues related to the implementation or reporting of accomplishments and progress indicators in the SFI program.

In 1999, the panel established a program, based at the Izaak Walton League of America, to monitor SFI program implementation, with random field reviews.

A three-member management committee, chosen by panel members, provides leadership during the year's activities. Among other things, this committee leads the development and provides oversight on the execution of the annual work plan and budget, and negotiates agreements with SFI Inc.

Provide Information and Input

While the External Review Panel can provide information and input on any aspect of the SFI program, its focus has generally been to ensure:

- The current SFI standard represents the best forest management that can reasonably be expected from private and public landowners in the United States and Canada.
- The SFI program is effectively pursuing its goal of continual improvement.
- Claims by SFI Inc. and program participants are backed by on-the-ground performance, and are valid in light of emerging public expectations and forest science.
- Individuals and organizations are given ample opportunity to comment on, contribute to, participate in, or challenge any aspect of the SFI program.
- There is an appropriate process for considering any claim that an SFI program participant is conducting operations that are inconsistent with obligations under the SFI program, and that there are appropriate sanctions if such claims are found to be valid.

From the External Review Panel comments in the 2006 SFI Inc. Progress Report

“(The SFI 2005-2009 Standard) is a sustainable forestry standard that can be fairly compared against any in the world. Forests managed to this standard will be environmentally protected or improved while also providing our society with forest products and economic returns to the people who depend on them.”

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SFI External Review Panel Operating Charter

Mission:

The External Review Panel provides an ongoing, independent, quality-oriented review of the Sustainable Forestry Initiative (SFI) program, and advises the Board of Directors of Sustainable Forestry Initiative Program, Inc. (SFI Inc.) on making the program more effective.

Purposes and Objectives:

The objectives of the External Review Panel are to:

- Bring diversity of perspectives and expertise to the SFI program;
- Contribute to quality assurance for the SFI program;
- Evaluate progress on continuous improvement of the SFI program;
- Review SFI program public documents for objectivity and credibility;
- Facilitate public input into the SFI program;
- Identify emerging issues and opportunities for the SFI program; and,
- Respond to requests from the Board of Directors of SFI Inc. and the Resources Committee.

External Review Panel website: www.sampsongroup.com/sfi/erp.htm

Current members: www.sampsongroup.com/sfi/panel.htm

Former members: www.sampsongroup.com/sfi/past_erp_members.htm

About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), a sustainable forestry certification program that is internationally recognized and among the largest in the world. Across North America, more than 150 million acres (more than 60 million hectares) are certified to the SFI 2005-2009 Standard, which is based on principles and measures that promote sustainability, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI Standard includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands. SFI Inc. also has chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product.