



North Cascades Environmental Learning Center

Winner of the Second Annual Designing & Building with FSC Award
 The "Glenn Residence" Earns Honorable Mention

HKP Architects, based in Mount Vernon, Washington, has received the second annual *Designing & Building with FSC Award* for their work on the North Cascades Environmental Learning Center in Diablo Lake, Washington. The *Designing and Building with FSC Award* recognizes building projects that have furthered responsible forest management through their use of FSC-certified wood products. The award was presented in a reception at the U.S. Green Building Council's "GreenBuild" Conference and Expo in Denver, CO, on November 15, 2006.

Completed in 2005, North Cascades Environmental Learning Center is a partnership between Seattle City Light, the National Park Service and North Cascades Institute. The Center is a campus for field classes, and being located adjacent to mountain areas and two lakes, provides access to abundant wilderness. The Center features an administration building, lodges, classrooms, a library, staff housing, and amphitheater and a dock. Trails from the Center lead to outdoor learning shelters and into the back country of North Cascades National Park. The heavy timber and wood framed building project comprised more than 38,000 square feet.

Project entries were judged, by an independent selection panel, on the use of wood, inclusion of FSC-certified wood products, efforts to incorporate certified forest products market transformation, overall wood design, and appropriate wood use.

The North Cascades Environmental Learning Center is being recognized for its outstanding accomplishments in each of these areas. The winning design team felt that the use of FSC-certified wood was a critical part of the Center, as it is located on a pristine wooded site and the owners wanted the Center to be a facility that could demonstrate the greatest stewardship toward natural resources. Wood was featured as the main building material for the project, and an incredible 84% of the total wood (by cost) used in was FSC-certified. FSC-certified products included custom casework, dimensional lumber, glulam beams and columns, cedar siding and trim, decking, exterior sheathing, doors and flooring.

Roger Dower, president of FSC-US, stated that, "the *Designing & Building with FSC Award* was created to recognize companies that help to transform building markets and promote conservation through

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Williams-Sonoma, Inc. and Victoria's Secret Make Major Paper Announcements

CATALOG GIANTS COMMIT TO PURCHASE OF FSC-CERTIFIED PAPERS

A pair of announcements made in the past month represent a significant milestone in commitments by major catalog retailers to use FSC-certified paper.

Williams-Sonoma, Inc. announced last month that it will begin sourcing virtually all (in excess of 95 percent) of the paper used in the company's seven catalogs (Williams-Sonoma,

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Pottery Barn, Pottery Barn Bed and Bath, Pottery Barn Kids, PBteen, west elm and Williams-Sonoma Home) from sources certified by FSC. Williams-Sonoma, Inc. will begin to display the FSC Mixed Sources label on its catalogs in early 2007.

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"Williams-Sonoma, Inc. is committed to responsible catalog paper procurement practices that promote the sustainability of forests. We believe that FSC is the gold standard when it comes to forest products certification systems. FSC certification is a key component in our ongoing efforts to deliver on our commitment to our employees, customers and shareholders to operate in an environmentally sound manner," said Pat Connolly, executive vice president and chief marketing officer for Williams-Sonoma, Inc. "We could not have achieved this certification without the support and determined efforts of our supply chain partner, NewPage Corporation. Securing FSC certification demonstrates their continued dedication to responsible forest management and long-term sustainability."

Williams-Sonoma, Inc. is a nationwide specialty retailer of high quality products for the home. These products, representing seven distinct merchandise strategies, Williams-Sonoma, Pottery Barn, Pottery Barn Bed and Bath, Pottery Barn Kids, PBteen, west elm and Williams-Sonoma Home, are marketed through 582 stores, seven mail order catalogs and six e-commerce websites.

Following the announcement of Williams-Sonoma Inc., Limited Brands, parent company of Victoria's Secret, revealed a new forest protection policy and a new contract for their catalogs. The policy includes several landmark envi-

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FSC International Welcomes New Board Members

FSC International is honored to announce the election of three new members to its Board of Directors.

Mr. Alan Knight and Mr. Mario Abreu are the new members elected to represent the Northern Economic Chamber.

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Mr. Roberto Waack was elected to represent the Southern Economic Chamber. The newly elected members assumed office at the FSC Board of Directors meeting in early November 2006.

Mr. Knight is an individual member from the U.K. He has been involved with FSC since serving as an interim Board member from 1991-1993 during the creation of FSC. In 1990 he became the Head of Sustainability for B&Q, the UK's leading home improvement retailer. In 2000 he became Head of Social Responsibility for the entire Kingfisher Group (B&Q's parent company).

Mr. Abreu is the designated membership representative for Tetra Pak International, an FSC member from Sweden. He is the Forestry and Recycling Director for Tetra Pak, a manufacturer of packaging materials. He originally began his career in the Brazilian paper industry, and has gone on to work in North America and Europe.

Mr. Waack is the designated membership representative for Orsa Florestal. He is President of Orsa Florestal, which owns the world's largest FSC-certified tropical forest operation in the Amazonia, Brazil.

FSC wishes to thank all candidates and the electoral committee for their participation and assistance with the election. FSC would like to express its sincerest gratitude to the departing members of the FSC Board of Directors, Ms. Asa Tham, Mr. Shaun McCartney and Mr. Victor Giraldo for their strong commitment and contribution to FSC.

FSC Global Paper Forum

FSC GERMANY TO HOST THE 3RD ANNUAL FSC PAPER CONFERENCE

On the 23–24 January 2007 the 3rd international FSC Global Paper Forum will take place in Frankfurt, Germany. At this

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conference FSC certificate holders, purchasers of FSC-certified paper products, pulp suppliers and representatives of related sectors and NGOs will meet to create a stronger market and new opportunities for FSC-labeled paper.

Panel discussions, workshops and the latest updates and developments of FSC International policies related to the paper sector are some of the activities scheduled for this event. The main topics on conversation will include:

- Matching demand to supply
- Updates on the FSC paper market
- Marketing of FSC paper
- FSC rules in process

There will be a presentation of FSC-certified paper as well as on the on-going work of FSC to create market information and market intelligence. The agenda includes a visit to the international trade fair on paper products and stationery, Paperworld.

For more information, visit www.writingthefuture.org

FSC Family Forests Alliance Formed

NEW PARTNERSHIP AIMS TO INCREASE OPPORTUNITIES FOR FSC-CERTIFICATION

FSC-US has a new partner in helping to expand the success of FSC certification.

"FSC-US is committed to listening to the interests of our stakeholders, and we welcome the FSC Family Forests Alliance as a partner to help us make our connections with family forest interests as effective as possible," said Ned Daly, FSC-US vice president of operations.

NEWS

"This Alliance offers tremendous breadth and a national level opportunity to work together and share resources to help make certification more efficient and effective for family forest owners," said Ian Hanna of the Northwest Natural Resource Group and core organizer for the FSC Family Forests Alliance.

The FSC Family Forests Alliance provides a national mechanism to bring together individuals and organizations committed to promoting responsible forest stewardship for family forests and pursuing certification and marketing through FSC standards.

"Improving opportunities for small landowners to participate in FSC certification is a global challenge and addressing it will require these types of collaborative efforts," said Eric Palola of the National Wildlife Federation and FSC International Board Member.

To date about half a million acres of family forestland in the United States have become FSC-certified. Although this is a significant accomplishment, it represents only a small fraction of the roughly 250 million acres of family forests in the country.

"This ownership group is the largest in the country and is in many ways the most afflicted by poor management practices and under the greatest pressure to convert their forests to other land uses," said Don Arnosti of the Community Forestry Resource Center and core organizer for the FSC Family Forests Alliance.

"As forest use and ownership patterns continue to shift, increasing the adoption of responsible forest management practices among small private landowners is increasingly important to the success of forest conservation efforts, the forest products industry and to the health of forest dependent communities," said Dave Bubser of SmartWood.

Many advocates for forest certification recognize that a long-term challenge is to ensure that certification does not become a new hurdle for private landowners. "We are very interested in finding ways to make certification work better for small landowners. The key is for benefits to outweigh the costs to the small landowner, which can happen by partnering with market interests to more effectively capture economies of scale," noted Dave Wager of Scientific Certification Systems.

Given the large number and diversity of family forest owners in the United States, the Alliance recognizes that one approach is not going to fit all forestry operations and all landowners' needs. "The FSC is a 'tool' that helps address forest management concerns," said Mark Adams an Alliance partner and president of the Cook County Sustainable Forestry Cooperative in Minnesota. "From some of the lessons learned by the Family Forests Program, FSC can forge a more diverse box of tools to better fit different forestry situations."

The four primary purposes of the FSC Family Forests Alliance are to:

- Advocate for FSC policies, public policies, and procurement policies that better serve FSC-certified family forests.
- Operate as a forum to share information and strategies for successful models of certification, forest management, policy development, and market development.
- Provide more visible networks and membership opportunities for family forest owners who feel underserved by existing forest management models and landowner organizations.
- Work collaboratively to develop new resources and tools for group certification programs.

"There are a number of organizations and individuals around the country that have been working on these challenges in some degree of isolation," said Kathryn Fernholz of Dovetail Partners and Secretariat for the Alliance. "The hope of the Alliance is to gather these efforts together and identify opportunities for substantial gain, not just incremental change."

For more information about the FSC Family Forests Alliance, contact Kathryn Fernholz, Dovetail Partners, 612-333-0430, katie@dovetailinc.org



Field day at an FSC-certified family forest (SW-FM/COC-1172) in Virginia.

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their responsible consumption. We are delighted that such a unique project like the North Cascades Environmental Learning Center chose to 'walk the talk' of sustainability and feature FSC-certified products so prominently in the design of their building. They clearly find great value, and comfort, in knowing that their use of wood products helped to conserve the very environment that is the focus of their own educational mission."

Russ Weiser of HKP architects stated that, "we wanted to construct the buildings for the North Cascades Environmental Learning Center with wood because of its natural beauty, and because it is a fitting material for the wooded location in the North Cascades National Park. We were striving for the utmost in sustainability for the Learning Center buildings, so FSC-certified wood was a perfect material. Not only is it low in embodied energy and available locally, but also grown and harvested in an environmentally responsible way."

Seattle City Light has applied for certification of this project through the Leadership in Energy and Environmental Design (LEED) program of the U.S. Green Building Council, a national standard that recognizes achievement in sustainable building techniques. As part of the LEED program, the project may be eligible to earn the "certified wood credit" which verifies that more than 50% of the total value of all wood building materials used in the project was FSC-certified.

Living Homes, of Santa Monica, CA earned this year's "Honorable Mention" for the *Designing & Building with FSC Award* for the "Glenn Residence," a single-family home they designed in Santa Monica. The 2,500 square foot home contains a multitude of FSC-certified wood products, including western red cedar exterior and interior siding, tiger wood decking, maple millwork and doors, and Douglas fir framing lumber. In addition to the home's great use of FSC-certified wood, it contains many other "green" building features which earned the project a LEED Platinum rating from the U.S. Green Building Council—the first Platinum certified house in the U.S.

Melissa Mizell, a designer with Gensler, served on this year's selection committee for the Award. She stated that, "I found the stories behind each project encouraging in how new markets were affected by the teams' goal to use FSC-certified wood. The beauty goes beyond the surface of the photographs of the buildings; the heart and soul of both the winning and honorable mention projects was using wood with consideration for both environmental and social impacts. It is immediately apparent that sustainable principles were integral to the design process."

This award was open to owners, architects, interior designers, general contractors, builders, consultants or other professionals. Projects could be any building type, including commercial, institutional, mixed-use, or residential. To submit a project, it must have used a significant amount (at least 50% of the new wood by cost) of FSC-certified wood and been completed during or since 2003. The selection committee, developed by Forest Products Solutions, a green building consulting firm based in Portland, OR, consisted of representatives from architectural firms WBA Architects and Gensler, the Natural Step building group, the Center for Maximum Potential Building Systems, forest products manufacturers Panel Source International and VT Industries, eco-structure magazine, and Goldman Sachs (last year's award winner).

More information about the award and profiles of this year's entries can be found at www.fscus.org/greenbuilding

Inc.com Magazine Names Green Top 50

THREE U.S. FSC CERTIFICATE HOLDERS MAKE THE LIST

"Every few years or so, American companies and consumers embrace the concept of green business. But something seems different about our current green awakening. This time, the action is being driven as much by markets as morality." So says the introduction to Inc.com magazine's list of the 50 "most intriguing" companies that are helping to drive the current green revolution. Three FSC certificate holders in the U.S. made Inc.com's list.

NEWS

The Collins Companies, of Portland, OR, was cited for being the first company in North America to earn FSC forest management certification for their lands in California, Oregon, and Pennsylvania. The article notes that "working with the FSC has meant letting outsiders dictate policy in some big ways—as when one of the company's forest managers was obliged to take courses on wildlife biology. On the other hand, FSC certification landed Collins' hardwood products in big-boxers like Home Depot."

Hayward Lumber Co. of Monterey, California, was commended for owner Bill Hayward's commitment to making sure the construction industry is aware of the vulnerability of the forest resources required for their industry. The article states that Hayward Lumber "is now the only large building supplier marketing its own line of energy-saving products, which include sustainably harvested lumber, energy-saving windows, bamboo flooring, and insulation made from recycled denim. But the company... truly put its principles into action when it built a new on-site factory to construct trusses... the factory draws half of its power from solar panels. The factory was more expensive to build than a traditional factory, but lower operating costs already are offsetting those costs, Hayward tells his customers. 'We're showing builders that they can actually reduce costs through green building,' he says."

New Leaf Paper, of San Francisco, CA, was cited for their commitment to the use of sustainable and recycled fibers in paper manufacturing. After owner Jeff Mendelsohn began the company in 1998, "when companies like the Gap and Nike signed up as customers, the industry took notice. A couple of years ago, New Leaf was the only company selling bright-white stationery made from recycled content. Today there are about five competitors, a sign to Mendelsohn that he's inching closer to his goal of creating a new kind of paper industry."

To read the entire article, please visit <http://www.inc.com/green/>.

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ronmental measures and ensures that the pulp for the company's catalog paper will not come from endangered forests. A new paper contract was also signed in accordance with the new policy.

"We consider environmental stewardship to be an essential part of our brand, and we're proud to take a leadership role in the catalog industry," said Tom Katzenmeyer, senior vice president of community and philanthropy for Limited Brands.

For more than three years, ForestEthics, a nonprofit organization based in San Francisco, has been educating the catalog industry about its negative environmental impact on the Canadian Boreal. Two years ago, they launched a campaign against Limited Brands/Victoria's Secret and shortly after began discussions with the company. Since then, Limited Brands has increased their use of post consumer waste (PCW) recycled content, transitioning its clearance catalogs to sustainable paper with 80% PCW recycled content.

Some of the new measures agreed to by Limited Brands include:

- Limited Brands has partnered with its paper supplier to eliminate all pulp supplied from the Boreal Forest (Alberta's Rocky Mountain Foothills) and British Columbia (Inland Temperate Rainforest).

- Shifting its catalogs to either 10% PCW or at least 10% Forest Stewardship Council (FSC) content during 2007.
- A preference for Forest Stewardship Council (FSC) certification. Limited Brands has partnered with its supplier to shift four of its mills to FSC.
- A commitment to continual improvement on environmental attributes of catalog paper and paper use. Progress will be audited by an independent third party and made public.

Limited Brands, through Victoria's Secret, Bath & Body Works, C.O. Bigelow, Express, Limited Stores, White Barn Candle Co., Henri Bendel and Diva London, presently operates 3,545 specialty stores.

Todd Paglia, executive director of Forest Ethics, stated that "FSC offers the only credible forestry certification in the industry. So we're very pleased to have helped both Limited Brands and Victoria's Secret increase the FSC fiber that they buy—and we're calling on the rest of the catalog industry to do the same."

For more information about Forest Ethics' partnership with FSC, please see the March 2006 issue of News & Views. For more information about their catalog campaign, visit www.forestethics.org.



GreenBuild Conference and Expo 2006

GREEN BUILDING PROFESSIONALS GATHER IN THE MILE HIGH CITY

The USGBC's fifth annual GreenBuild Conference and Expo, held in Denver, CO on November 15-17, 2006, was attended by more than 12,000 design and building professionals.

Approximately two dozen FSC certificate holders from the U.S. and Canada exhibited their FSC-certified products on the expo floor. The Certified Wood Pavilion, in its fifth straight year on the expo floor, played host to 14 of those certificate holders while the LEED Homes Pavilion hosted several others who were exhibiting products for the residential construction market. Katie Miller, communications director for FSC-US, happily reported that, "at times during the expo, you couldn't even walk down the pavilion aisle because it was so crowded." FSC-certified products on display included lumber, garden furniture, veneer, panel products, flooring, countertops, and no-added urea formaldehyde products that are becoming increasingly popular in the green building community. The Certified Wood Pavilion for the GreenBuild 2007 Expo next year in Los Angeles, CA, is already sold out.

GreenBuild is the biggest and most widely attended green building event in North America. For more information, please visit www.greenbuildexpo.org.

For information regarding FSC-related events at GreenBuild, please contact Katie Miller: kmiller@fscus.org.

OUR MISSION: Create a marketplace that promotes well-managed forests by ensuring forestry practices that are environmentally responsible, socially equitable, and economically viable.

OPEN FOR COMMENT

FSC-US Regional Standards Review: Comment Period Extended

FSC-US recently completed an independent review of the nine regional standards as a first step in the process to revise these standards. To encourage public participation, the results of the Standard Review have been released for a review and comment period. **This comment period will be open until January 16th, 2007.**

The FSC-US Board of Directors encourages those interested to read the complete review and submit comments, particularly regarding the "cross-cutting issues" through the FSC-US website: http://www.fscus.org/standards_criteria/standards_review.php.

NEW CERTIFICATIONS

Issued in the U.S. in October and November 2006

CHAIN-OF-CUSTODY

84 Lumber - Las Vegas	Las Vegas, NV
American Wood Flooring	Lebanon, VA
Architectural Woods, Inc.	Tacoma, WA
Bolger Publications Inc.	Minneapolis, MN
Builders Alliance LLC	Bellingham, WA
Cisco Brothers Corp.	Los Angeles, CA
DCG West dba McCallum Print Group and Mailhandlers	Seattle, WA
Delta Printing Solutions Inc.	Valencia, CA
Globe Lithographic Company Inc.	Ridgefield Park, NJ
Harmonized Wood Products LLC	New Orleans, LA
K&K Construction Supply Inc.	N. Las Vegas, NV
Kirby Lithographic Company, Inc.	Arlington, VA
KMS 2000, Inc. dba PPI Graphics	Canton, OH
Michael Davis Inc. dba MDI Building Supply	Albuquerque, NM
North Pacific Group	Portland, OR
Olmsted Kirk Paper Co.	Dallas, TX
Olympus Press, Inc.	Seattle, WA
Oregon Lumber Co.	Lake Oswego, OR
Portage Wood Products, LLC	Portage Lake, ME
Primary Color Systems	Culver City, CA
Quebecor World Jonesboro	Jonesboro, AR
RC Brayshaw & Co. Inc.	Warner, NH
RCL Enterprises Inc. dba ColorDynamics	Allen, TX
Shawk, Inc. Los Angeles	Los Angeles, CA
Squires Lumber Co., Inc.	Colton, CA
Structural Wood Corporation	St. Paul, MN
The HammockSource	Greenville, NC
Thoro Packaging	Corona, CA
Unimac Graphics	Carlstadt, NJ

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