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W. ALTON JONES FOUNDATION, INC.

10 May 1993

David Cottingham
White House Office on Environmental Policy
Old Executive Office Building
Washington, DC 20501

Dear David,

Good to meet you on Roosevelt Island. And as to the Post picture, you were recognizable despite your effort to hide behind binoculars.

As we walked, I described an unlikely discovery I'd made during March, when I spent two days in a helicopter reviewing the timber operations of Anderson-Tully (ATCO), a producer of hardwood timber based in Memphis. This company comes closer to sustainable management than anything I have ever seen. If you are looking for models demonstrating that profitable forest management can be combined with ecological sustainability, I urge you to look here.

ATCO owns almost 400,000 acres along 430 miles of the Mississippi River, from southern Illinois to Baton Rouge. They have been in business there for 104 years, and their management strategies are based on a long-term commitment to their lands. In addition to the actual details of their forestry practices (e.g., selective logging, natural regeneration, etc.) two management principles place their approach in stark contrast with standard timber practices on federal land:

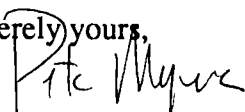
- They let the forest tell them what to cut, not their sales requirements. Their foresters assess what, if anything, is ready to cut in each small management unit, and then instruct the sales department to go find markets. This is just the opposite of the way that Forest Service timber targets are set.
- Their silviculturalists are in one place for a long time. They are expected, indeed instructed, to develop a personal commitment to the health of the forests for which they are responsible. USFS managers, in contrast, are rotated very rapidly among forests and regions.

After all the support the foundation has given to environmental organizations attempting to bring some sanity to the old-growth forest issue, I might never have thought it possible that I would be writing a positive letter about any timber operation. I am doing so now because it is imperative that there be actual, on-the-ground examples of the fact that good forestry and economic profits can be compatible.

Enclosed you'll find more information about Anderson-Tully. I am confident that if you were interested it would be possible for you to visit their operation.

I also mentioned that one of my board members, Bill McDonough, is organizing a conference on U.S. sustainable forestry. Information about that is enclosed, also. You'll note that an Anderson-Tully rep is among the speakers.

Sincerely yours,



J.P. Myers, Ph.D.
Director



Timber Management . . .

Anderson-Tully's responsibility to protect and manage company timberlands is just as important as its commitment to producing the highest quality lumber.

The Anderson-Tully Forestry Department achieves this by maintaining a delicate balance: only select trees are cut from each tract and at the same time, conditions are carefully established which allow seedlings of the best species to thrive.

In fact, the company's history of nurturing its timberlands is as old as Anderson-Tully itself. The timberland management team has addressed a host of vital timberland concerns over the years and its solutions have contributed to new ways of managing hardwood timberlands in the Mississippi River Valley.

Because Anderson-Tully was primarily a veneer box producer, the first timberlands were purchased because of their heavy stands of cottonwood timber. Times changed and, as grade lumber production was emphasized, lands with other types of timber were purchased.

Prior to World War II, most Anderson-Tully timberland tracts contained dense stands of old fiber -- the result of the company owning more heavily stocked

timberlands than needed for the volume of lumber being produced and the availability of quality stumpage from adjacent landowners. The average volume on company timberlands at that time was between 10,000 and 12,000 board feet per acre; and some areas had volumes of over 20,000 board feet per acre. These over-mature stands caused high timber mortality losses on company lands.

However, in 1938, Anderson-Tully hired its first land manager, and a new system of cutting began to emerge. Previously, trees to be cut were selected based on size and species by the logging supervisors. Under the new system, trees were marked with paint according to condition and species. As a result, tree condition, not tree size, was a primary consideration for cutting.

By 1946, Anderson-Tully's new system of timberland management was expanding with the organization of a staff of professional foresters. In 1953, timberlands had been divided into blocks -- three bottomland blocks and one upland block in Vicksburg, Miss. Company foresters managed the 600-mile span of timberlands along the Mississippi River from stations in Dyersburg and Memphis in Tennessee and from Greenville and

Vicksburg in Mississippi.

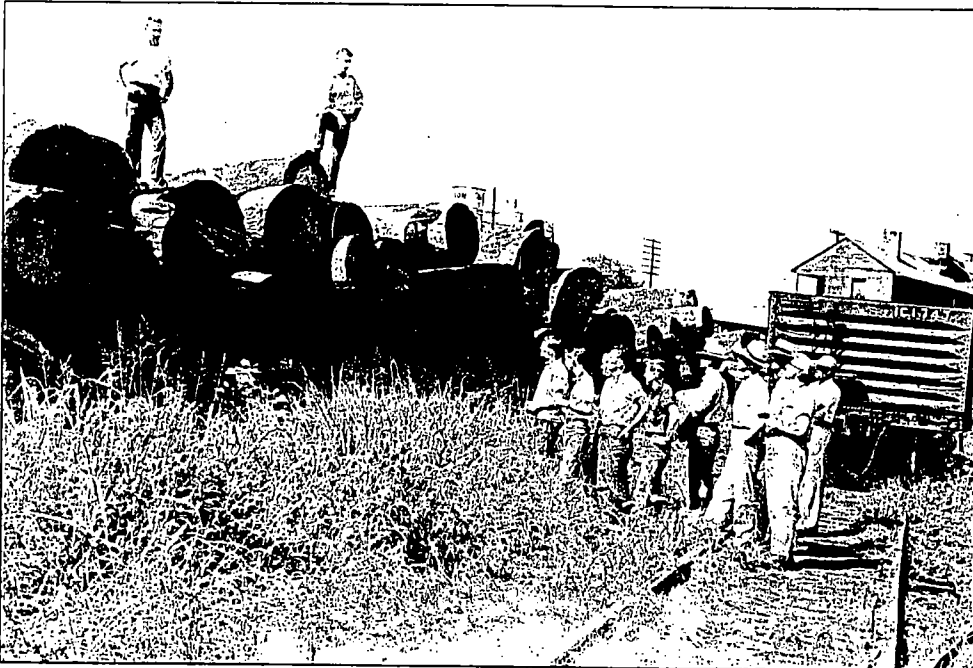
The timber marking system next targeted the problem of mature, over-mature and damaged trees within species needed in the lumber market. These types of trees usually consisted of large, single trees such as cottonwood, sweetgum, ash, sycamore, oak and tulip poplar. Under the new management plan, each tract would be cut over every 10-15 years; but because of the heavy volumes of standing timber, it would take more than 15 years to cut some tracts.

When John Tully became president of Anderson-Tully in 1967, timber management moved into a new age. One of his first changes was a permanent system of growth plots for periodic measurement which served as the basis for new timber management guidelines. This plan was unique to mixed, uneven-aged hardwood forestry in North America.

The hallmark of the new management plan was the first-time determination of the species, volumes and board foot growth of the company's timberlands. The data also included a determination of the condition of all company timber stands. This information allowed for the calculation of the first scientific allowable cut by species and volume. By using a compound harvest formula which determined the volume of each species to be cut Anderson-Tully can maintain a continuing and balanced stand of quality growing timber indefinitely.

As the system became more sophisticated, so did harvesting. For the first time, trees were cut in smaller, merchantable sizes and special attention was paid to each tract. Annual lists of tracts to be cut were selected based on silvicultural recommendations by the forestry department and logging superintendents scheduled the order of cutting. Tracts with the highest mortality and density were cut first. Block managers applied the cutting scheduled by using management cruise (inventory) information. An allowable cut based on management objectives was calculated for each block.

(continued on page 15)



Louisiana Tech. Forestry Students Visit Anderson-Tully Mill - Memphis, Tenn., 28 July, 1953 (L to R) Eugene Maxwell, Glenn Ham, Victor Perry, Elvin Larance, Olen Aycok, Gavin Finlay, Jerry Edmondson, Roy Morgan, Professor Ernest Russell, Professor Charles Edwards, Jr., Professor John Kuprionis and W. E. Houser.

Timber Management cont'd

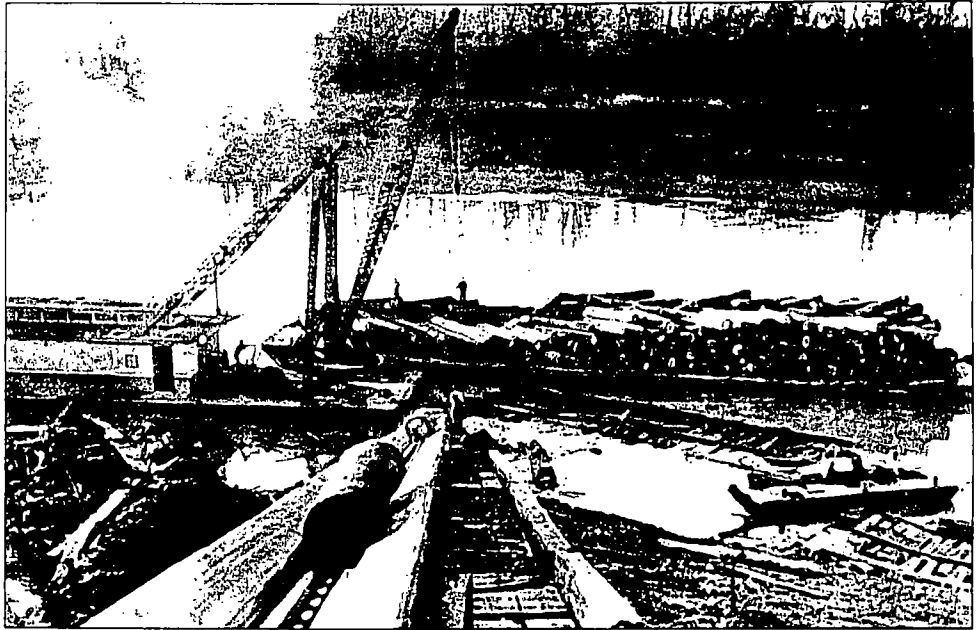
Once the inventory measurement results were in, one fact was clear: more trees had to be cut to allow desirable seedlings the light they needed to establish and thrive on the forest floor. By 1967, species such as elm, hackberry and pecan were being used for lumber and could now be cut to reduce density.

Today, hardwood pulpwood markets have expanded into the company's operating area allowing pulpwood operations to be used to open timber stands and allowing improved species succession.

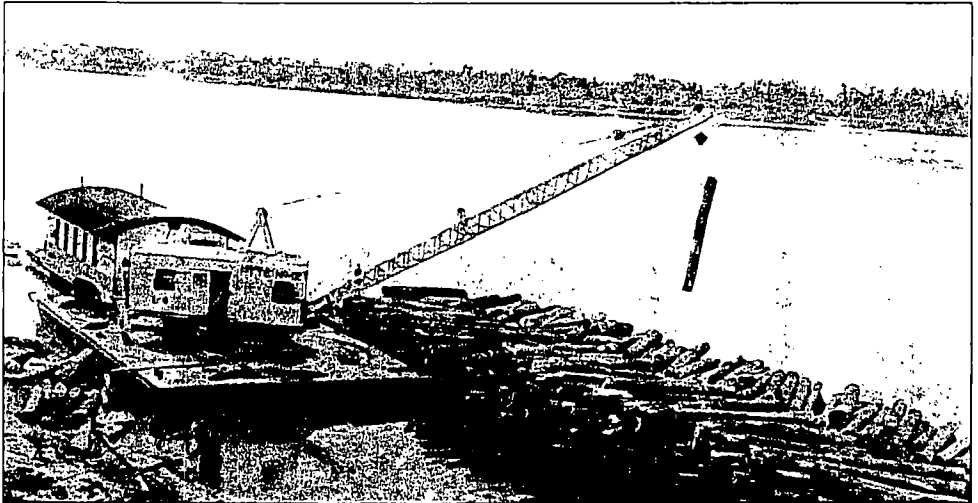
Thanks to the permanent growth plot system, Anderson-Tully has a 20-year record of growth, mortality and reproduction for its mixed hardwood timberlands.

Today, Anderson-Tully's forestry department employs a staff of eight professional foresters and several forest technicians. The logging department also employs two professional foresters and four logging superintendents. Logging and forestry are separate departments which assures an adequate supply of quality sawlogs to the sawmills while maintaining well-stocked, fast-growing timberlands.

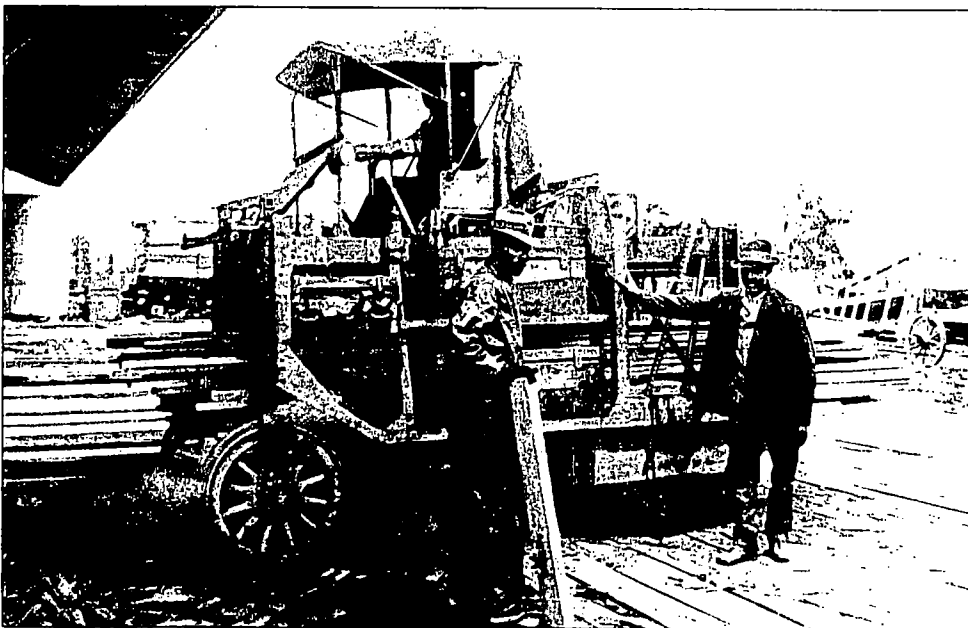
In this manner, Anderson-Tully's timber management practices will ensure a steady supply of quality hardwood for the company's second century of growth. ⊕



The photo above was taken around 1944 of the steam log derrick and barge at the log chain below Mill D.



The old original wooden-hulled, stiffleg derrick boats were replaced by these steam crane derricks which were converted to diesel and mounted on steel barges. Some derricks have living quarters on the same hull. These units can load 100,000 board feet of logs per day.



The photo at the left shows an early lumber carrier at the Memphis mill in the 1930's. Before these straddle trucks were used, lumber was moved on the yards with mules and wagons.



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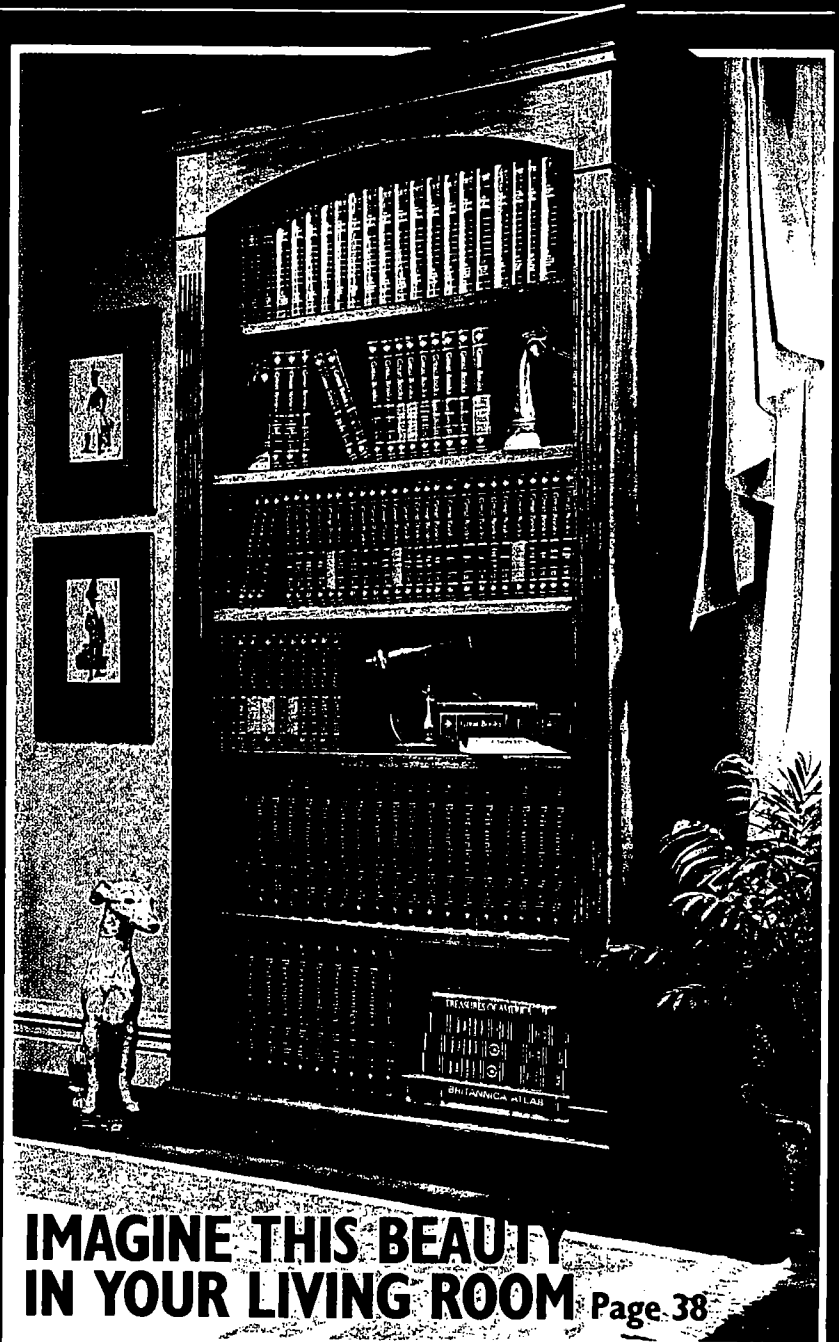
Toy wrecker

Bandsawed whale

Old-West birdhouse

Chip-carved
weather station

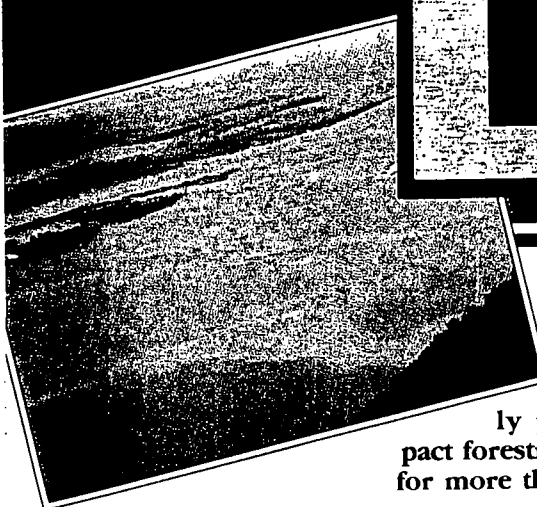
Valentine cutout



IMAGINE THIS BEAUTY
IN YOUR LIVING ROOM Page 38



LOGG



A true tale about how one gentle, lumber-industry giant has quietly practiced low-impact forestry with hardwoods for more than half a century.

WOOD ON THE ROAD

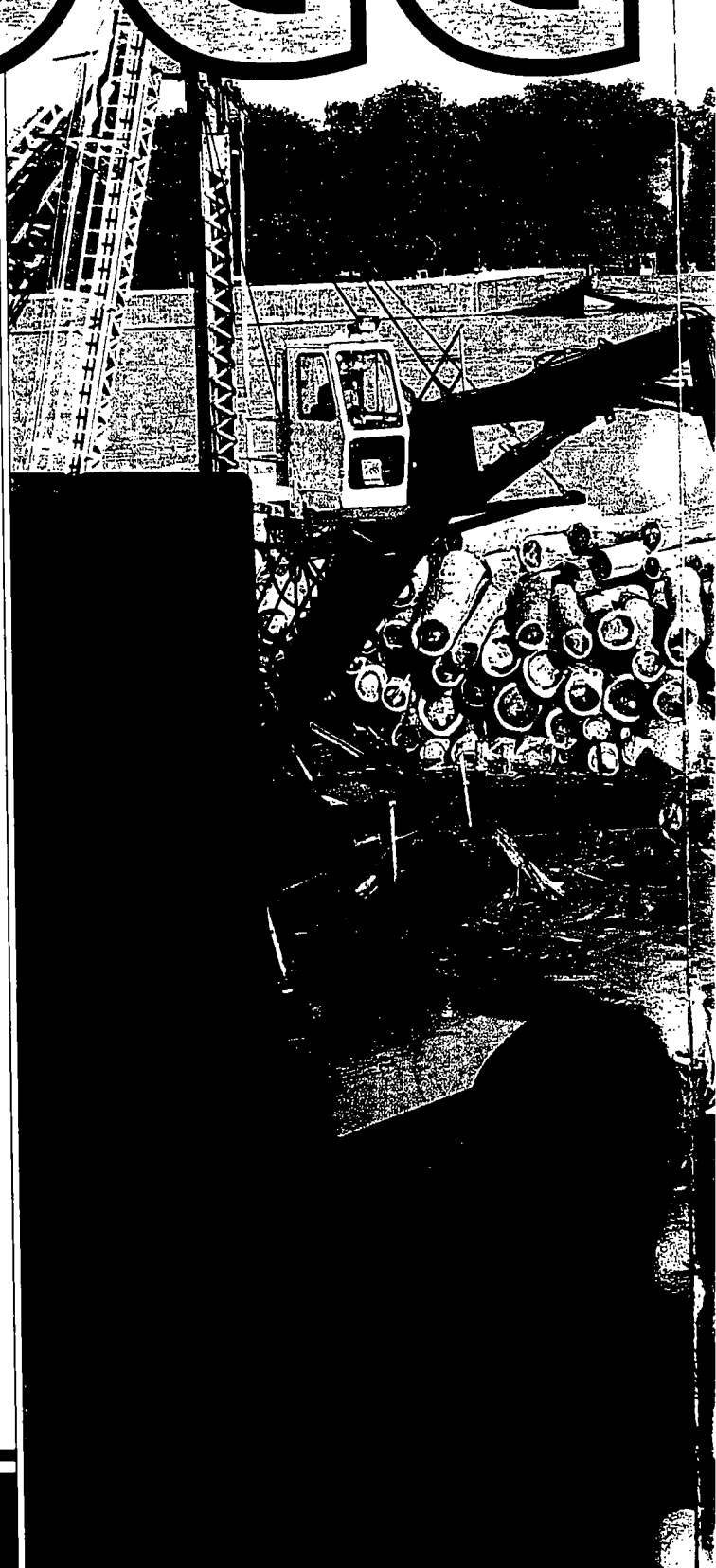


Editor Pete Stephano listens as Tony Parks, Anderson-Tully's vice president of land management, explains how trees left to grow large will straighten out any early bows in the trunk.

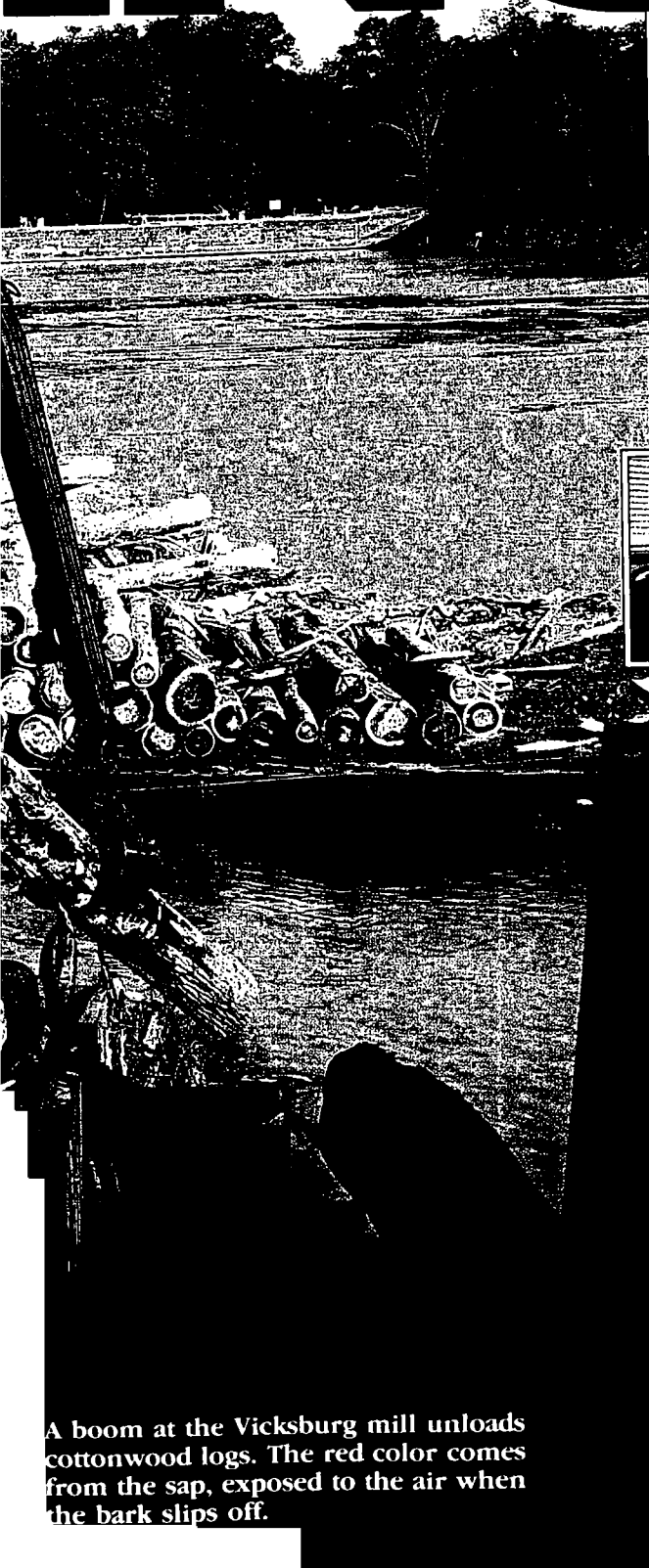
The Anderson-Tully Company, a more than century-old lumber producer, has a big reputation among industry insiders. For years, I'd heard that the company's vast hardwood holdings, which stretch along the Mississippi River from Illinois to Louisiana, yield some of the widest, thickest, and clearest hardwood boards found anywhere. And, Anderson-Tully's responsible forestry practices are near legendary.

To find out if this was all true, I contacted Anderson-Tully officials and secured an invitation to their Memphis headquarters. Then, for four days I saw how Anderson-Tully accomplishes everything I'd heard. Now I understand why they have earned a place at the leading edge of ecology-minded timber production.

Peter J. Stephano
Peter J. Stephano
Senior editor



ING ALONG THE MIGHTY MISSISSIPPI



A boom at the Vicksburg mill unloads cottonwood logs. The red color comes from the sap, exposed to the air when the bark slips off.

In our business, we want the quality that comes from great big trees, not scrawny, skimpy ones," says John M. Tully. He's the 65-year-old president of the Memphis-based Anderson-Tully Company, one of the nation's largest hardwood producers. Raising his hands to emphasize the point, he adds, "But to get great big, quality trees, you gotta get tiny seedlings first."

John Tully's big trees do begin as little bitty ones, but they grow up in a leafy, green neighborhood filled with trees of all ages. In the science of silviculture (tree-growing), that's called uneven-age management, and it calls for an intensive knowledge of the land as well as all the trees that nature puts there.



John Tully began the data-reliant management that guides the company's intensive, uneven-age, forestry practices.

Nature still selects the trees

If you were to fly from St. Louis to New Orleans, at any one particular moment you'd likely see Anderson-Tully-owned timber below. Forester Tony Parks, the company's vice president for land management, tells when and how this vast ownership began.

"Back in 1889, when the company was first established in Memphis, the founders saw a value in the land that others didn't. Most companies would either buy the timber, cut it, then get out; or they would buy the land, cut the timber, then let the land go for back taxes," he says. "Rather than cut out and get out, Anderson-Tully added land all the way down to Vicksburg and maintained the land in its natural condition by buying available timber from outside sources and saving its own." Those century-old decisions, combined with a long-term land and timber management plan (rooted in 1937 and formalized in 1968), have meant a sustainable hardwood supply for the company's mills.

Most Anderson-Tully forest is bottomland, made up of rich soil deposits left by the overflowing Mississippi River. Yet, there are huge upland stands, too. The mix naturally generates 120 tree species.

Continued

LOGGING

"We allow nature to make the species selections, and then we manage what she puts on those sites," explains Tony of the company's nearly hands-off forestry technique. From the mix that nature gives them, Anderson-Tully receives 65 species with commercial value. Of these, 28 go to U.S and foreign markets in the form of processed lumber, while the remaining supply paper pulp, veneer, and other specialty needs.

Around-the-globe marketing

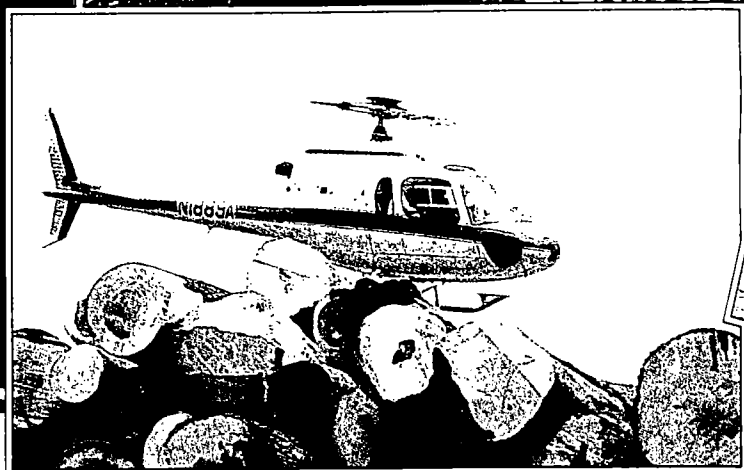
In a typical year, the company cuts from its lands and mills more cottonwood by far than any other species. After that come the oaks, hackberry, sweetgum, sycamore, and ash. The remainder represents a broad spectrum—sweet pecan, locust, Kentucky coffee tree, magnolia, persimmon, elm, sassafras, willow, tulip-tree (yellow poplar), and so on.

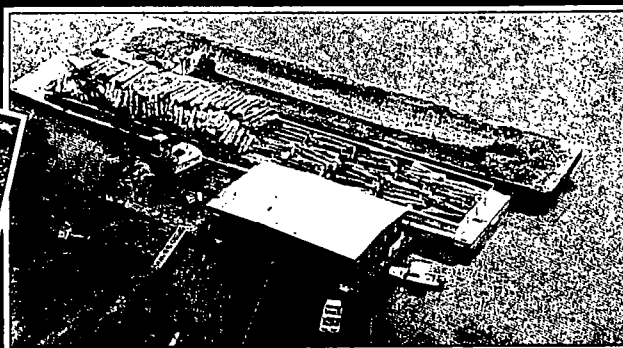
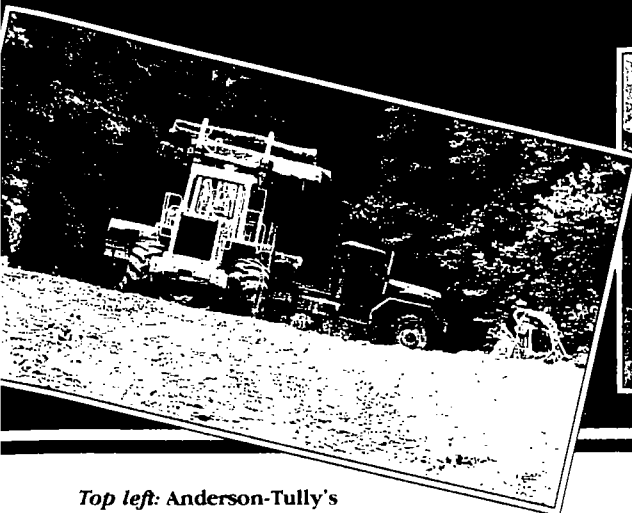
However, under Anderson-Tully's complete forest management plan, the species mix to be cut annually isn't dictated by marketing needs, but by foresters in the field. "What we cut," says Tony, "is based on what we determine we can harvest in each species without exceeding its annual growth."

Marketing the 70 million board feet of such a mix of wood flowing from the forest each year challenges the sales department. "With all the species we have, you can see how important it is to develop markets," says Richard Wilkerson, one of the company's sales representatives. "What makes my job difficult is that those species are coming to the sawmill whether they're selling or not, because we're going to do what's best for the resource."

As a result, sales representatives inventory what's available, and then seek out probable customers. That's why a good portion of Anderson-Tully's cottonwood ends up in Japan, where it's made into door jambs, trim, and furniture. The persimmon also goes to Japan, but it's manufactured into golf-club heads. Texas manufacturers make cottonwood into louvered shutters. Sycamore finds its way into chair manufacturing, and sweetgum gets utilized for paint-grade moldings and other millwork.

Much of the quality ash from the bottomlands is used for furniture and cabinets in the United King-





Top left: Anderson-Tully's helicopter, just taking off from a log barge, comes in handy for the foresters who manage the company's thousands of acres of timber.

Top center: Six-wheel-drive, military-surplus trucks team up with log stackers to haul logs from the bottomland forest to the river landing for loading.

Top right: Much of the timber harvested from company lands moves by barge to the mill. A barge such as the one tied up at the derrick boat at Mile Three on the Arkansas River can carry logs totaling 300,000 board feet.

Left: In a bottomland stand north of Memphis, forester Jack O'Connell measures the diameter of a cherry-bark red oak. "Most companies would cut this one," he says. "We'll let it add quality along with the quantity."

dom. Then, of course, there are the shipments of oak, ash, and other cabinet-class woods to U.S. furniture companies such as Bernhardt, Drexel, Henredon, and Thomasville. And about 18-20 million board feet go to homecenters and retail hardwood dealers, eventually ending up in the hands of home woodworkers.

Managing a forest tree by tree

Unlike softwood trees such as Douglas fir or yellow pine that can be mass-planted as seedlings, hardwood trees usually regenerate naturally. When the right conditions exist, a red oak, for instance, emerges from an acorn planted by a squirrel or sprouts from the stump of a felled or fallen tree.

Left alone to mature, the resulting bottomland forest would include shade-tolerant species like beech and boxelder, along with light-loving ones such as green ash, sweetgum, and red and white oak. The individual trees in each species may or may not develop into quality specimens. But, by promoting the best growth over decades through selection-cutting (rather than "selective" cutting, which typically means cutting

the best and removing the rest), a forester can manipulate the amount of sunlight that reaches the trees. This encourages the growth of preferred species into high-grade sawlogs.

Tramping through a bottomland stand along the Mississippi River, about 60 miles north of Memphis, Anderson-Tully forester Jack O'Connell explains how the concept works. "On any site, we like to have areas that were harvested, trees that are to be harvested, and small trees that will take the place of the large trees. That way, you'll never miss the forest."

Jack manages an extensive piece of the company's timberlands that extends from Cairo, Illinois, to Helena, Arkansas. He speaks with pride as he points to

trees in the stand. "That cherry-bark oak there has 1,200-1,300 board feet in it, and it'll yield about 80 percent No. 1 common and better lumber," Jack comments. "Red oak usually brings \$225 to \$300 per thousand board feet on the stump, but there aren't any quotes for quality like this. It's an example of our management objective." The tree we're looking at would make many a woodworker drool. It's limb-free for 48' and has a 42" diameter at breast height.

"Anybody can grow timber like this on sites like these, if they wait long enough," Jack adds, smiling. "We just try to do it a little quicker."

Ensuring big, quality trees for the future takes planning. And to make that a more manageable task, Anderson-Tully long ago divided its land into four huge blocks, each with a forester in charge. Then, each block is further divided into thousands of 160-acre management units the company calls compartments.

"A 160-acre compartment is the largest unit we feel that we can manage under this system, because it's a real hands-on approach," says Jack. Tony Parks chimes in, "What Jack means is that we manage our forests tree by tree."



"Over a 14 year period, we've cut a million board feet from here and we still have 3,000 board feet per acre in condition to grow," says forester Fred Newcomb, standing in the same area shown in the aerial view at top. A century ago, it was cotton fields.

Continued

LOGGING

Tree-by-tree management as practiced by Jack and other company foresters actually involves marking every tree to come out of the forest, whether it's for pulpwood or sawlogs. "It's labor intensive, but it's the only way to make sure we are getting what we want in the forest," adds Jack.

"By cutting in any given compartment every 10 years or so," he continues, "we can keep monitoring the open-canopy areas. It's necessary to understand relationships between species and sizes. Here in this stand, for instance, at age 25 years the sweetgum trees would be dominant because they grow faster in the sunlight, but 10 years later, the red oak will start to break through the canopy, eventually passing the sweetgum. What we end up with is red oak with a clearer bole [trunk] because it had to compete."

"Our logs consistently run between 41 and 43 percent U. S. Forest Service No. 1 grade," says Tony Parks. "The average for the whole southeastern hardwood forest is only about 6 percent."

Logging on the river

In the old days, transporting logs from the Mississippi River Delta bottomlands involved chaining them together into large rafts, then floating the rafts downstream to the sawmill. Today, logs still come to Anderson-Tully's Vicksburg mill from upstream, but in towboat-escorted convoys of huge barges, each carrying 150,000 to 300,000 board feet per barge.

"About 60 percent of the harvest on company lands comes out to river landings," says Paul Henry, an Anderson-Tully logging superintendent. "But in my block, [Helena, Arkansas, to Greenville, Mississippi], about 98 percent is river logging. And with river transportation, we can deal in volume. We try to take in nine barges per trip because we're often several hundred river miles above the mill."

Paul stands on the derrick boat, a massive, flat-decked, floating platform equipped with a loading boom and combination bunkhouse/kitchen/mess hall for the crew. It's anchored at the log landing on Big Island, a vast forest surrounded by three rivers—the White, the Mississippi, and the Arkansas.

"This island has maybe a hundred 160-acre compartments or more," says Paul, "and 3,000–4,000





Top left: Anderson-Tully's

Vicksburg sawmill operations cover 150 acres, including three sawmills, acres of predrying area, and a large kiln capacity. In the U. S. hardwood industry, it's the largest lumber processing complex of its kind.

Top center: Sawing large logs requires bandsaw blades from 12" to 14" wide and 46½' long. Such blades cost as much as \$1,200, and are mended and resharpened right in the mill.

Top right: One-and-a-third million board feet of sawed hardwood fills the predryer from floor to ceiling three stacks deep per side. Fans keep the air slowly moving through the stickered wood until it's dry enough for the kiln.

Left: Uneven-age silviculture manages for wildlife as well as trees. Forester Johnny Lack has several trees per acre like the old pecan he stands by. These snag trees—he calls them pet trees—become nesting areas for birds and dens for mammals, including raccoons and even bears.

acres that need to be cut this year. We've already cut six barges in the two weeks since we started, and because of wet weather, we got started late."

John D. Ballinger, a logger from Pine Bluff, Arkansas, contracts with Anderson-Tully to harvest timber. He's been logging since 1946, and observes how it is to drop and haul huge Big Island logs of cottonwood, hackberry, and ash.

"The bigger the timber, the less trouble there is with it," John says with the hint of an Arkansas drawl. "It's a lot easier to log and you make more volume. It's not unusual to cut 90,000 board feet a day, hauling logs from three or four miles in the woods. That is, if the weather holds and equipment don't break down."

"In this selection cutting, there's always plenty of timber left," he points out, adjusting the visor of his cap and gazing back over his shoulder at the dense trees. "It don't do a lot of damage, either."

Nodding, Tony Parks says, "We feel that in the future there will continue to be a great demand for wood, but unless you can produce it in an ecologically sensitive manner, you're not going to have a market." Adds Johnny Lack, forester for the block, "We had an ecology professor visit here once. He saw one of our bottomland stands and said, 'This is a virgin forest.' I told him, 'Well, it may be virgin, but seven years ago we cut 11,000 board feet per acre out of here.' " And to John Tully and his successors, that will always be the way of a Delta harvest.

HUNTING CLUBS

Where birds, bear, bucks, and bobcats roam

According to Jimmy Bullock, one of Anderson-Tully's two wildlife biologists, providing for wildlife is company policy. "In 1984 the company adopted a resource management guide that integrates wildlife, forestry, and logging," notes Jimmy, "and one part says that the deer herd is a resource just like timber, and that it should be monitored and managed to ensure that it's maintained in quality condition, the same as trees."

"One way that's done is with the cooperation of hunting clubs that lease Anderson-Tully timberland. We have 242 clubs, and most are involved in deer management and data collection on herd condition."

Within state laws and the biologists' guidelines, clubs set their own goals for deer, such as more 2½-year-old bucks, then regulate members' hunting accordingly. The result has been a healthy deer herd in balance with the land.



Club members pose with trophy mounts from last deer season.

Mike Staten, the company's other wildlife biologist, has a deep interest in songbirds. Their feeding and nesting grounds in wooded areas across North America have shrunk.

"Because of uneven-age management, our forests always have a mixture of tree-top levels, hollow trees to provide nesting areas, and wildlife food, too, such as pokeweed and dewberries. Nontimber trees like mulberry and dogwood contribute to the diversity," he says.

That's why on Anderson-Tully timberlands you'll find all the furry and feathery members of a forest community. "We look at them as supplying a richness to our forest stands," says Mike. ♣

Written by Peter J. Stephano Graphic design: Perry A. McFarlin
Photographs: Mark J. Istvanko; Jimmy Bullock/Anderson-Tully

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***The First
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Dear Colleague:

Exciting developments are taking place in the Forest Products Industry. An emerging middle ground is providing an opportunity for cooperation between the environmental community and the forest products industry. Wood products originating from well-managed and sustainable forest harvesting operations are being endorsed and supported by many environmental organizations. Certifiers are labeling wood products which meet environmentally responsible standards, giving consumers a choice to support companies practicing sound forest management. This scenario is becoming a reality worldwide in response to the demands of a changing marketplace.

The Forest Partnership is organizing **The First North American Conference on Trade in Sustainable Forest Products** to support the goal of finding a balance between the economic and raw material needs of the Forest Products Industry, and the ecological concerns of the environmental community. We invite you to attend this conference to explore the opportunities and challenges ahead. The conference will provide:

- information to help forest products companies expand business and address new markets;
- opportunities to identify new wood supply sources;
- a chance to network with people and companies from all sectors of the forest products industry, government, and the environment;
- a unique opportunity for all parties involved in the forest-use debate to dialogue and explore solutions.

A primary focus of the conference's second day agenda is to create a productive atmosphere where businesses and people can interact around the realization of a sustainable forest products industry. **The First North American Conference on Trade in Sustainable Forest Products** is designed to:

- increase trade in sustainable, or well-managed, forest products by bringing together relevant parties;
- educate people involved in the research, production, utilization, and sale of sustainable forest products;
- help develop a comprehensive forest management and regulatory system which can address many of the problems raised at the Forest Summit;
- facilitate a process whereby the US government can assist the forest products industry in becoming fully sustainable.

The conference, on May 25 at the Smithsonian Institution and May 26 at the Omni Shoreham Hotel, in Washington, D.C., will offer vital perspectives on what a transition to sustainable forest products means to you, and how and why businesses are implementing these changes. Presentations will be made by individuals in the forefront of many sectors of the forest products industry.

This invitation comes to you with short notice. President Clinton has decided to respond to the Forest Summit as early as June, and we believe that ideas and discussion generated by this conference will serve as a valuable addition to the information currently being evaluated by the administration. Hence, the accelerated timing.

We invite you to attend **The First North American Conference on Trade in Sustainable Forest Products**. We encourage you to pass this invitation on to others in your network who would be interested in this event.

Please be advised that space is limited and registration will be accepted on a first-come basis. We hope to see you May 25th and 26th!

Sincerely,


William McDonough
Chairman


Richard D. Miller
Executive Director

First North American Conference on Trade in Sustainable Forest Products

May 25, 1993: Smithsonian Institution: The Baird Auditorium

7:30 - 8:30 AM Registration and Coffee

Welcome Speeches and Introductions

8:30 - 8:40 AM * Tom Lovejoy, *Assistant Secretary of External Affairs for Smithsonian Institution*

8:40 - 8:45 AM ** Richard D. Miller, *Executive Director, The Forest Partnership*

8:45 - 9:00 AM ** William McDonough, *William McDonough Architects, AIA, Chairman, The Forest Partnership*

9:00 - 9:30 AM Keynote Speakers

** Mark Eisen, *Manager of Environmental Marketing, The Home Depot*

** Alan Knight (via tele-conference from London), *Environmental Coordinator, B&Q plc*

Sustainable Forest Management

What Is Sustainable Forestry

9:30 - 9:50 AM ** Roy Keene, *Director, Public Forestry Foundation*

9:55 - 10:15 AM ** Robert Simeone, *Founder, Sylvania Forestry*

10:15 - 10:30 AM Break

10:35 - 10:50 AM ** Lauri Wayburn, *Executive Director, The Pacific Forest Trust*

10:55 - 11:10 AM ** Larry Hill, *Vice-President, Society of American Foresters*

11:15 - 11:30 AM ** Reginald Cedar Face, *Oglala Sioux Tribe*

Examples of Sustainable Forest Management on an Industrial Scale

11:35 - 11:55 PM ** Marshall Pecore, *Forest Director, Menominee Tribal Enterprises*

12:00 - 12:20 PM ** Tony Parks, *Forest Director, Anderson-Tully* ←

12:25 - 12:45 PM ** Larry Potts, *Vice-President, Collins-Pine*

12:45 - 1:45 PM Luncheon

The Environmental Community: Supporting Sustainable Forestry

1:45 - 2:00 PM ** Spencer Beebe, *Executive Director, Ecotrust*

2:05 - 2:20 PM ** Bruce Cabarle, *World Resources Institute*

2:25 - 2:40 PM * Gary Hartshorn, *World Wide Fund for Nature*

2:45 - 3:00 PM ** Carl Ross, *Co-Director, Save Americas Forests*

3:00 - 3:15 PM Break

Certifying Sustainable Forest Products

What is Certification and Accreditation

3:20 - 3:35 PM ** Jamie Ervin, *Interim Coordinator, Forest Stewardship Council*

How is Timber Certified

3:40 - 4:00 PM ** Richard Donovan, *Director, Smartwood Program, Rainforest Alliance*

4:05 - 4:25 PM ** Debbie Hammel, *Director, Forestry Programs, Scientific Certification Systems*

Perspectives on Certification

4:30 - 4:45 PM ** Bob Johnston (Herman Miller, Inc.), *President, Tropical Forest Foundation*

4:50 - 5:05 PM ** Eric Thompson, *President, Brookside Veneers, New Jersey*

5:10 - 5:25 PM ** Patrick Armstrong, *President, Moresby Consulting, Ltd., British Columbia*

5:30 - 6:00 PM Open Questions

6:00 PM Closing Comments



May 26, 1993: Omni Shoreham Hotel, Ambassador Room

7:30 - 8:30 AM Continental Breakfast

Is the Marketplace Ready for Certified Sustainable Wood Products

Green Trends

8:30 - 9:00 AM ** Catherine Mater, *Mater Engineering*, Corvallis, Oregon
9:05 - 9:25 AM ** Dawn Winterhalter, *Purdue University, Dept. of Forestry & Natural Resources*, Indiana
9:30 - 9:45 AM ** Susan Maxman, *President, AIA*
9:45 - 10:00 AM Break

The Marketplace

Opportunities

10:00 - 10:15 AM ** Loren Abraham, *Advanced Design Research Manager, Andersen Windows*
10:20 - 10:35 AM ** Bob Johnston, *Corporate Liaison, Herman Miller, Inc.*, Zeeland, Michigan
10:40 - 10:55 AM ** Steve Brown, *BSW Architects*, Tulsa, Oklahoma
11:00 - 11:15 AM ** Eric Bloomquist, *President, Colonial Craft*, St. Paul, Minnesota
11:20 - 11:35 AM ** Ted Teuscher, *Smith & Hawken*, Mill Valley, CA
11:40 - 11:55 AM * *The Home Depot*, Atlanta, Georgia

12:00 - 3:30 PM Lunch

Opportunities to meet with the following firms (*partial list only—not all confirmed*):

Certifiers

Rogue
Institute for Sustainable Forestry
Smartwood Program
Scientific Certification Systems
Forest Trust
Global Resource Consultants
Silva Forest Foundation
Ecoforestry Institute

Producers Landowners

Menominee Tribal Ent.
The Lyme Timber Co.
Baskahegan Timber Co.
Anderson-Tully
Collins-Pine
The SURDNA Forest
Cree (Ontario)
Wild Iris
Oglala Sioux
Hoopa Tribe
Columbia River Tribe

Manufacturers

Andersen Windows
Herman Miller
Trust Joist
Westvaco
Springfield Forest Products
Colonial Craft
Brookside Veneers
The Knoll Group
Bacon Veneers

Retailers

B&Q plc
The Home Depot
Grossmans
Smith & Hawken
Gardeners Supply

This part of the program will occur in one large room in the Omni Hotel. Lunch will be provided on a buffet basis. The presenters will sit behind a series of tables and address attendees. Attendees are free to roam from presenter to presenter. Information will be provided to describe who each presenter is and what they do. Presenters can display and/or offer any promotional materials. Each will have an opportunity to speak by microphone to the audience.

Policies to Promote Trade in Sustainable Forest Products

3:30 - 3:45 PM ** Claudien Schneider, *President, ARTEMIS, Inc.* (former Congresswoman)
3:50 - 4:05 PM ** Buzz Williams, *AFSEE Southeast Coordinator*
4:10 - 4:25 PM ** Connie Best, *President, The Pacific Forest Trust*
4:30 - 4:45 PM ** Jeff Olson, *Economist, The Wilderness Society*
4:50 - 5:05 PM * Ann Bartuska, *Acting Director, US Forest Service Ecosystems Management Program*
5:10 - 5:25 PM * Katie McGinty, *Office of Environmental Policy*
5:30 - 5:45 PM * Senator Patrick Leahy or Congressman Maurice Hinchey

5:45 - 6:00 PM Closing Comments

** confirmed * pending