

Forest Stewardship Council

U.S. news & views

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Please contact Katie Miller with ideas for stories or to get on our mailing list. Please call 202.342.0414 or email kmiller@fscus.org

www.fscus.org

FSC-US Marketing and Communications

TRACKING PROGRESS AND ASSISTING STAKEHOLDERS



[NEWS] FSC-US has been working hard to support our stakeholders in their efforts to market FSC-certified products. This work includes coordinating FSC's presence at events, speaking in public forums, providing up-to-date information

about the FSC system, educating customers about FSC certification, and referring interested customers to the resources that can help them find the suppliers they seek. We thought it might be helpful to take a moment and share with you the various activities we are engaged in, and we invite you to comment on and participate in them.

FSC-US marketing and communications efforts have two goals: to increase the visibility of the FSC brand in the market and to provide system wide information for our members, certificate holders and other stakeholders.

To assist in the delivery of basic information we redesigned our website in January of this year. We have had a great deal of positive feedback, but we are always looking for ways to improve the site. Your comments are always welcome. Visits to our website and the time spent there have increased dramatically over the last year. Moreover, the fact that those users are spending more time on the site suggests that we have created more interesting and useful content and made it easier to access. The average number of page views per month for this year to date is nearly 88,000. We also now offer FSC brochures and Principles and Criteria Guides on request.

We offer a PSA (Public Service Announcement—see March 2004 newsletter) that serves as a starting point for companies who want to advertise in print. This image can be customized with your brand and helps to clarify why certified products are special. We recently ran the PSA on the back cover of *Environmental Design and Construction Magazine*. This was viewed by attendees to the American Institute of Architects annual conference, which triggered 25,000 hits to our website.

We routinely offer editorial content for media that we believe can be helpful in getting the word out. Many of our stories get printed, and the FSC staff is being contacted frequently for interviews. See the September/October issue of *Ecostructure Magazine* as one example.

The number of "subscribers" to our newsletter has increased by over 20 percent in the last twelve months. This remains our primary link with our diverse stakeholders. We are always happy to add people to the list.

Total FSC monthly media exposure has increased in the last year by just over 25 percent. More importantly, monthly exposures in targeted trade magazines (reflecting our business-to-business marketing approach) have increased from nine in June 2003, to 16 in June 2004. Our media exposures in aggregate are getting to more and more people—in 2003 our

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FACTS AND FIGURES

516	Chain-of-Custody certificates issued in North America
156	Forest Management and FM/COC certificates issued in North America
26M	Acres of FSC-certified forests in North America
3277	Chain-of-Custody certificates issued globally (66 countries)
658	Forest Management and FM/COC certificates issued globally (61 countries)
113M	Acres of FSC-certified forests globally

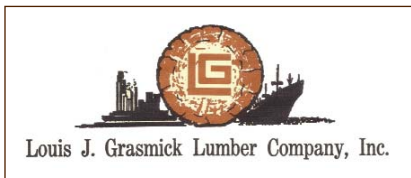
Louis J. Grasmick Lumber Company, Inc.

RETAILING FSC-CERTIFIED PRODUCTS TO THE BALTIMORE AREA

[COC PROFILE] For more than 50 years, Grasmick Lumber has been a family owned and operated retailer supplying the Baltimore, MD and eastern seaboard areas with a diverse array of products, from materials for manufacturing plants, to residential housing, commercial construction, bridge and highway building, pallets, drywall, and roofing materials. They also specialize in the historical renovation of wood windows and doors. They have become a staple in the building industry in the Baltimore/ Washington area, supplying lumber for projects such as Camden Yards, MCI Sports Arena, and the refurbishment of the U.S.S. Constellation.

Last month, Grasmick Lumber expanded their portfolio by obtaining FSC chain-of-custody (COC) certification that would

enable them to sell FSC-certified products. According to Matthew Miller, Sales Representative for Grasmick, they were interested in FSC certification because, "we had many inquiries from contractors looking for FSC lumber and plywood. We realized the need for a certified lumber yard here in the Delaware-Maryland-Northern Virginia area who understood the in's and out's of FSC certification and the COC process."



Grasmick Lumber plans to carry FSC-certified lumber, plywood and trim. They have already filled one order for FSC-certified products and have several inquiries for more orders.

For more information, please visit www.grasmicklumber.com.





St. John's University Arboretum

THE EPITOME OF SUSTAINABILITY

[FM PROFILE] The woodlands of Saint John's Arboretum demonstrate how a community can benefit from a well-managed forest. Since 1857, Benedictine monks have cultivated a long-standing tradition of forest sustainability in Collegetown, Minn., where they founded Saint John's Abbey and Saint John's University. For almost 150 years, they have carefully managed their 2,500 acres of forest, prairie, wetland and oak savanna-designated in 1997 as a natural arboretum-to provide for the needs of the college.

In addition to providing a stunning setting for the abbey and university, and a "living classroom" for university students, Saint John's Arboretum reaches out to over 4,000 K-12 students who visit each year for environmental programs. The arboretum provides habitat for a rich variety of plants and wildlife, and opportunities for spiritual renewal and recreation. Each winter, the monks harvest wood to manufacture into furniture for campus offices, classrooms and dorms.

Because of the monks' longstanding practice of forest management, FSC certification was a natural progression. In 2002, Saint John's Abbey sought FSC certification for their lands, originally as their own certificate holder, but now under the umbrella of Resource Manager Peter Bundy of Masconomo Forestry (SW-FM/COC-108). Even though Saint John's did not have to change much about their forest management practices to receive FSC-certification, they sought the certification to demonstrate that their management practices meet a high international standard.

As part of their forest management plan, land manager Tom Kroll directs an effort to use shelterwood harvests and well-placed burns to assure adequate oak regeneration. Kroll said, "Our environmental studies students are extremely surprised and excited to learn that sometimes burning a few acres of land is the best and healthiest thing you can do for a forest. We have a lot to teach these students, and they understand that having FSC forest management certification is a great way to ensure that we are doing things right."

Bundy, whose Resource Manager portfolio currently contains more than 5,000 acres, said that he was "extremely proud to be asked to oversee the Saint John's University forestlands. These lands have a rich history, and, with the entire community dependent on the forest resources for education, recreation, and wood products consumption, it's very important that we manage the land as best as possible."

Consistent with its educational mission, Saint John's Arboretum hopes to instill the importance of stewardship and sustainable land use in all its visitors.



Peter Bundy (left), FSC Resource Manager with Masconomo Forestry, and Thomas Kroll (right) of St. John's University



FSC Meet & Greet
San Francisco, California
September 21, 2004

The FSC-US Board of Directors has issued invitations for an informal reception of FSC-US members, certificate holders and friends as an opportunity to learn about what the FSC is doing now and to meet others in the FSC community.

If you will be in the San Francisco area on that date and would like to attend, please contact Kim Parvez at kparvez@fscus.org.

MARKETING AND COMMUNICATIONS ➤ CONTINUED FROM PAGE 1

print media exposure reached a total circulation of more than 45 million.

We are continuing to see a rise on a daily basis in the number of inquiries to our office from people seeking information and/or sources of products. Over the past several months we have begun to keep an internal "response log" in the FSC-US office of the types of phone and email inquiries we receive. As we see patterns develop in this log, it helps us to better understand the needs of both certificate holders and the public, and work to develop ways to fulfill those needs. As always, if you are looking for certified products, please see: www.fsc-info.org and/or www.certifiedwood.org. Both sites do an excellent job of providing information to help you find suppliers. If you are having trouble finding what you seek, please email us at info@fscus.org and we will try to help.

Environmental Home Center

THE BUILDING BURNED, THE BUSINESS DIDN'T

Environmental Home Center (EHC) of Seattle, WA suffered a devastating fire on August 11th that destroyed the main warehouse, showroom and offices. EHC has two other warehouses which were luckily untouched, including the warehouse that stores their FSC-certified inventory.

However, EHC will stay in business, will retain all employees and will continue to serve its customers. While they work on finding a new, temporary location, sales operations are already up and running.

EHC can be contacted via email at customerservice@environmentalhomecenter.com or via phone at 800-281-9785 or 206-682-7332.



To learn more about EHC's rebuilding process, visit their web site www.environmentalhomecenter.com

CONTACT US

FOREST STEWARDSHIP COUNCIL-US

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FAX: 202.342.6589

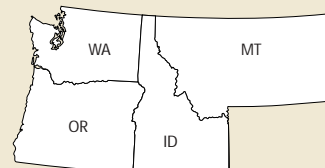
E-MAIL: info@fscus.org

WEBSITE: www.fscus.org

Where do I find FSC-Certified Building Materials?

The following companies have FSC chain-of-custody certification and sell materials for the building market—such as lumber, flooring, windows, doors, etc. Contact the company directly to get a complete list of FSC-certified products available.

This month we are featuring the **Pacific Northwest region** (Washington, Oregon, Idaho, and Montana) In subsequent issues we will feature different geographic areas.



If you are in need of a specific product, please send your request to info@fscus.org.

Heritage Lumber Inc.	Boise	ID	info@heritagelumber.com	(208) 331-3536	www.heritagelumber.com
Intermountain-Orient Inc. (Distributor)	Boise	ID	amy@intermountain-orient.com	(208) 384-5600	www.intermountain-orient.com
Potlatch Corporation - Clearwater Lumber	Lewiston	ID	bill.highsmith@potlatchcorp.com	(208) 799-1275	www.potlatchcorp.com
Potlatch Corporation - St. Maries Lumber	St. Maries	ID	greg.cooperrider@potlatchcorp.com	(208) 245-7535	www.potlatchcorp.com
Potlatch Corporation - St. Maries Plywood	St. Maries	ID	greg.cooperrider@potlatchcorp.com	(208) 245-7535	www.potlatchcorp.com
VimCo, Inc.	Boise	ID	Service@peglok.com	(208) 389-9946	www.peglok.com
Woodgrain Millwork Inc.	Fruitland	ID	frawlings@woodgrain.com	(800) 452-3801	www.woodgrain.com
Timberweld Manufacturing	Columbus	MT	sales@timberweld.com	(406) 652-3600	
Architectural Millwork Mfg. Co., Inc.	Eugene	OR	jerry@archmillwork.com	(541) 689-1331	www.archmillwork.com
Cascadia Forest Goods, LLC	Dexter	OR	cfg@teleport.com	(541) 485-4477	www.cascadiaforestgoods.com
Collins Pine Co.	Portland	OR	wmosby@collinsco.com	(800) 329-1219	www.collinswood.com
Collins Products, LLC/Klamath Falls	Klamath Falls	OR	jronin@collinsco.com	(541) 885-3289	www.collinswood.com
Columbia Basin Hardwoods	Eugene	OR	billw@frlc.com	(541) 443-2261	
Columbia Forest Products	Portland	OR	pdavis@cfpwood.com	(503) 224-5300	www.columbiaforestproducts.com
Disdero Lumber Company	Clackamas	OR	gbrinck@disdero.com	(503) 239-8888	www.lockdeck.com
Ecoforestry Inst.: Mountain Grove	Glendale	OR	forestry@budget.net	(541) 832-2578	
Faustrollean Fixture Company Inc.	Portland	OR	kzell@faustro.com	(503) 735-4469	www.faustro.com
Fremont Sawmill (Collins Pine)	Portland	OR	wmosby@collinsco.com	(800) 329-1219	www.collinswood.com
Fuller Cabinets	Eugene	OR	scottm@fullcab.com	(541) 349-9887	www.fullcab.com
Hampton Affiliates, Randle Division	Portland	OR	mikephillips@hamptonaffiliates.com	(503) 297-7691	www.hamptonlumber.com
Hampton Affiliates, Sales Office	Portland	OR	mikephillips@hamptonaffiliates.com	(503) 297-7691	www.hamptonlumber.com
Sherwood Industries Inc.	Sherwood	OR	pzech@hardwood-nd.com	(503) 692-6620	
Healthy Forests, Healthy Communities Partnership	Portland	OR	ksteer@sustainablenorthwest.org	(503) 221-6911	www.hfhcp.org
Indowood Forest Products Inc.	Portland	OR	indowood@indowoodusa.com	(360) 944-7583	www.indowoodusa.com
International Hardwoods, Inc.	Lake Oswego	OR	bill@internationalhardwoodsinc.com	(503) 635-2030	www.internationalhardwoodsinc.com
Jeld-Wen (d.b.a. Doorcraft, Indiana, PA)	Chiloquin	OR	stevestr@jeld-wen.com	(541) 783-2057	www.jeld-wen.com
Kaster's Custom Cutting Inc.	Mulino	OR	kasterscustom@yahoo.com	(503) 829-4167	
Kelly-Goodwin Company	Portland	OR	kevin.capelle@kellygoodwin.com	(800) 452-1647	www.kellygoodwin.com
KLC International	Lake Oswego	OR	rcampbell@spire.com	(503) 699-8685	
Lumber Products	Tualatin	OR	edy.mccartney@lumpro.com	(503) 692-3322	www.lumpro.com
Neil Kelly Cabinets	Portland	OR	rick@neilkelly.com	(503) 288-6345	www.neilkellycabinets.com
North American Wood Products Inc.	Portland	OR	stevea@nawpi.com	(503) 620-6655	www.nawpi.com
North Pacific Group	Portland	OR	treynold@north-pacific.com	(503) 872-3544	www.north-pacific.com
Northwest Pine Sales, Inc.	Portland	OR	northwpine@aol.com	(503) 223-1628	
Oregon Overseas Timber Company Inc.	Bandon	OR	allenp@ootci.com	(541) 347-4419	
Oregon-Canadian Forest Products	North Plains	OR	steve@ocfp.com	(503) 647-5011	
Orepac Building Products, Inc.	Wilsonville	OR	jack@orepac.com	(503) 685-5471	www.orepac.com
Pacific Architectural Wood Products	Portland	OR	dickm@pacificwoodproducts.com	(503) 284-0024	www.pacificwoodproducts.com
Parr Lumber	Newberg	OR	marshs@parr.com	(503) 554-7277	www.parr.com
Plywood Tropics USA, Inc.	Portland	OR	btyler@plywoodtropics.com	(503) 222-1622	www.plywoodtropics.com
Precision Lumber Company	Portland	OR	garyprecision@aol.com	(503) 684-6281	
RLF International Inc.	Lake Oswego	OR	venerer@s-a-woods.com	(503) 636-4202	s-a-woods.com
Roseburg Forest Prod.-CA Veneer	Roseburg	OR	stevega@rfpco.com	(720) 851-1870	
Roseburg Forest Prod.-OR Plywood	Roseburg	OR	rayb@rfpco.com	(541) 679-3311	
Roseburg Forest Products - OR Lumber	Roseburg	OR	rayb@rfpco.com	(541) 679-3311	www.rfpco.com
Shamrock Building Materials, Inc.	Eugene	OR	dammons@shamrockbm.com	(866) 525-3880	www.shamrockbm.com
Sims Forestry	Portland	OR	barry@simsforestry.com	(503) 233-2131	
States Industries	Eugene	OR	bpowell@statesind.com	(541) 688-7871	www.statesind.com
Sylvan Industries, LLC	Portland	OR	swilson@sylvan-products.com	(503) 639-9000	www.sylvanindustries.com/products
The Home Depot - Store #4006	Salem	OR		(770) 384-4835	
The Joinery	Portland	OR	info@thejoinery.com	(503) 788-8547	www.thejoinery.com
Timber Products - International Division	Springfield	OR	govargar@timberproducts.com	(541) 744-4209	
Universal Forest Products	Woodburn	OR	patw@ufpdev.ufpi.com	(503) 226-6240	
Warm Springs Forest Products Industries	Warm Springs	OR	lwpotts@aol.com	(541) 553-1131	
Western Lumber Company	Portland	OR	wli@ww-interlink.net	(503) 222-6119	
Western Oregon Door	Winston	OR	laura@oregondoor.com	(541) 679-6791	www.oregondoor.com
Western Panel Manufacturing	Eugene	OR	westernpanel@aol.com	(541) 461-0767	
Western Wood Structures, Inc.	Tualatin	OR	steve@westernwoodstructures.com	(503) 682-6900	www.westernwoodstructures.com
Woodceilings	Veneta	OR	ccoury@woodceilings.com	(541) 935-9663	www.woodceilings.com
Baywood Cabinet, Inc.	Kent	WA	tony@baywoodcabinet.com	(425) 251-9611	
Compton Lumber & Hardware	Seattle	WA	steve@comptonlbr.com	(206) 623-5010	
Dunn Lumber Co.	Seattle	WA	chris@dunnlum.com	(206) 634-4552	www.dunnlum.com
Eco-Design Woods	Deming	WA	edwoofler@hotmail.com	(360) 592-9018	
Edensaw Woods, Ltd.	Port Townsend	WA	adam@edensaw.com	(360) 385-7878	
Environmental Home Center	Seattle	WA	danah@environmentalhomecenter.com	(206) 682-7332	www.environmentalhomecenter.com
Evergreen Ecoforestry, LLC	Deming	WA	ecoforestry@nas.com	(360) 592-3123	www.nas.com/evergreen
Evergreen Hardwoods, Inc.	Tukwila	WA	jgreen@eghardwoods.com	(206) 242-1132	www.eghardwoods.com
Fritch Forest Products, Inc.	Snohomish	WA	eric@fritchmill.com	(360) 668-5383	
Heartwood Inc.	Seattle	WA	sally@heartwoodinc.com	(206) 767-9787	www.heartwoodinc.com
Johnson Int'l Indus. and Affiliates	Kent	WA	jstrelecky@johnsoninternational.com	(253) 479-9900	
Kelly-Goodwin Company	Everett	WA	jeff.donnell@kellygoodwin.com	(800) 869-7199	www.kellygoodwin.com
Kelly-Goodwin Company	Tukwila	WA	info@kellygoodwin.com	(800) 424-2423	www.kellygoodwin.com
Legacy Manufacturing Company (dba West Coast Door)	Tacoma	WA	dhlaw@atf.net	(253) 272-4269	
Lumbermen's Building Centers	Olympia	WA	dtgrover@lumbermens.net	(360) 456-1880	www.lumbermens-building.com
Maher Forest Products	Mercer Island	WA	graffety@maherfp.com	(206) 232-8390	www.maherfp.com
McCloud Tree Farm	Vancouver	WA	wmarre@hnrj.com	(360) 260-4567	www.htrg.com
Mt. Baker Products	Bellingham	WA	tim@mtbakerplywood.com	(360) 733-3960	
PlyTac	Tacoma	WA	markk@plytac.com	(800) 468-6848	www.plytac.com
RL Industries Inc.	Monroe	WA	robov@millworkconcepts.com	(360) 794-1621	
Sauder Mouldings, Inc.	Ferndale	WA	pdouglas@mouldingsinc.com	(360) 384-4774	
SwedeCo Wood Floors	Silverdale	WA	rhonell@swedeco.com	(360) 698-1974	www.swedeco.com
TDM Company, Inc.	Federal Way	WA	kmunando@aol.com	(425) 672-4817	
The Magellan Group, Ltd.	Bainbridge Island	WA	rossyeager@worldforest.com	(360) 779-3275	www.worldforest.com
Tree Shepherd Woods	Olympia	WA	jeanforest@cco.net	(360) 459-0946	www.treeshepherd.com
Ventwood	Kent	WA	tomkaspar@seanet.com	(253) 395-7170	
Westmark Products Inc.	Tacoma	WA	bwilson@westmarkproducts.com	(800) 755-3470	www.westmarkproducts.com
Westwood Forest Products, Inc.	Everett	WA	carl@westwoodforest.com	(425) 259-3836	www.halycon.com/westwood