



FOREST  
STEWARDSHIP  
COUNCIL®

# 2015 FOREST STEWARDSHIP COUNCIL Leadership Awards Winners

The FSC Leadership Awards recognize excellence in the FSC system, allowing us to celebrate organizations and their achievements, and to encourage others to continue their pursuit of responsible forest management and conservation.

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Each year, FSC recognizes certified companies, trademark licensees and partner organizations for their long-held commitments, innovative and responsibly sourced products, and creative marketing of their FSC-certified products.

The FSC Leadership Awards are presented at our annual awards ceremony, held each year at Greenbuild, to celebrate the achievements of all award recipients. The event also serves to recognize all of the individuals and organizations that dedicate their time and efforts to protecting forests and to inspire continued commitment for years to come.



# Mark Jacobs

**In 1997, as Assistant Land Commissioner, Mark was the driving force behind the certification of Aitkin County Public Lands, the first certification of county-managed public lands in the U.S., and the first FSC-certified forest in Minnesota.**

Now as the Aitkin County Land Commissioner, Mark continues to show leadership in certification through a continuous commitment to FSC certification going back almost 20 years.

As a forest manager, Mark did not stop at just certifying the county's 220,000 acres of forestland. He also had the vision to see the role that forest certification could play in rural economic development. Through this commitment, Mark helped create the first group FSC Chain-of-Custody certificate in the U.S. This group certificate continues today and supports small businesses in Aitkin County and across Minnesota.

Mark has been an outspoken supporter of FSC certification in the Midwest through public speaking and leading forest tours for industry, environmental groups and other interested parties. Mark also was a leader in the development of the FSC Lake States Regional Standard, the standard that was used as the foundation of the FSC national standard. Most recently, Mark lead research into the habitat needs of the Northern Long-Eared Bat, a federally listed threatened species.

“A regular comment I hear regarding FSC certification is that it results in reduced timber harvesting,” said Jacobs, “but since 1997 our harvest has steadily increased due to diversifying our silvicultural approaches and our ability to market previously underutilized species to local and regional FSC markets.”

Mark has continued to be an innovative leader through activities that support the mission and values upon which FSC is built. From affordable green housing to forest carbon assessments to responsible all-terrain vehicle trail development, Mark always shows a commitment to environmentally sound, socially beneficial and economically prosperous land management.

Photos: (COVER) Nordic Structure's FSC-certified engineered timbers in Université du Québec. © Stephane Groleau. (TOP) Mark Jacobs during a tour of Aitken County's FSC-certified forests. (BOTTOM) Mid-winter forest tour of Aitkin County FSC-certified forest.



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**MARK JACOBS**





# Collins

**At the birth of the FSC in the early 1990's, Collins had already committed to the paradigm-shifting concept of voluntarily inviting a private-sector third party to audit their practices against standards of responsible forest management.**

Collins reinforced this commitment by becoming a founding member at the First FSC General Assembly in 1993. Soon after, Collins achieved FSC forest management certification on its lands in California, Pennsylvania and Oregon. Concurrently Collins achieved FSC certification for all of their wood products manufacturing facilities.

The 309,000+ acres of Collins timberlands are biologically diverse, multi-generation, canopied forests. They are self-sustaining, containing more wood today than they did a hundred years ago. They are home to bald eagles, black bears, wild turkeys, rubber boas, beavers, great blue heron rookeries and the Goose Lake redband trout. They are enriched by meadows, springs, creeks, rivers, and lakes. They are naturally healthy forests—growing trees from sunshine, water, and nutrients from fertile soil.

Decades later, Collins commitment to FSC is undiminished, and no other forest management and wood products manufacturing company can claim as long and deep a relationship with the Forest Stewardship Council. Collins believes that third party, independent certification of forestlands is the best way to protect the legacy of the total forest ecosystem—now and into the future.



Bainbridge Island, Washington City Hall built with FSC-certified Collins wood. © Collins.



# Nordic Structures

**Nordic Structures is a Montreal-based company that develops and markets engineered wood products and building systems. The company's professionals provide engineering and management services for wood structure projects as well as technical assistance for product distribution.**



Nordic Structure's FSC-certified engineered timbers in new GlaxoSmithKline offices in Québec.  
© Stephane Groleau.

The company uses FSC-certified wood products manufactured by its sister company, Chantiers Chibougamau. Together, the two companies value the natural resources of the boreal forest and are proud to provide their customers with quality engineered wood products that are certified by leading certification agencies.

Nordic Structures has held FSC Chain-of-Custody certification since May 2009 and was the first company to offer I-joint products with FSC certification. Since then, Nordic I-joists, Nordic Lam glued-laminated timber and Nordic X-Lam cross-laminated timber products have all been FSC-certified. Chantiers Chibougamau, which possesses two certified forest management units totaling nearly 4 million acres, is Nordic Structures' exclusive supplier. Nordic Structures is dedicated to spreading the message that green, cost-effective solid timber is a high-design product with great potential in the construction industry.

Since the company obtained its FSC certification in 2009, 70 projects have been built using FSC-certified Nordic wood products. And the demand for FSC-certified wood shows no sign of stopping: Nordic Structures is currently involved in 36 projects that use FSC-certified products. Projects like the York Region Forest Stewardship and Education Centre in Ontario, the Buffalo Harbor Center in New York State and the GlaxoSmithKline North American Office in Quebec attest to the quality Nordic Structures can provide with its FSC-certified products.



# Minnesota Department of Natural Resources

**In response to increased market demand for FSC-certified materials and the Governor’s Task Force Report on the Competitiveness of Minnesota’s Primary Forest Products Industry, Minnesota Department of Natural Resources (DNR) committed to, and successfully obtained, FSC certification on all MN DNR Forestry and most Division of Fish and Wildlife administered lands in December of 2005.**

Minnesota DNR currently manages nearly 5 million acres of certified lands, the largest single FSC certificate in the United States.

FSC certification of state-administered forestlands has led to an ongoing supply of forest products and services from healthy, diverse and productive ecosystems, independently recognized progress toward sustainability, continuously improved forest management practices, and improved interdisciplinary coordination and communication. Maintaining FSC forest certification demonstrates and reaffirms Minnesota DNR’s dedication to responsible forest management.

Given the current stresses caused by invasive species, climate change, and other factors, managing responsibly is crucial for ensuring a long-term flow of forest products and revenue from the state’s forestlands. Certification is likely to lead to increased future supply and revenue as a result of improved ecological and forest health conditions. In recent tough economic times, certification helped improve the market competitiveness of Minnesota’s forest products.



Replanting in Minnesota state forest. © Minnesota Department of Natural Resources.



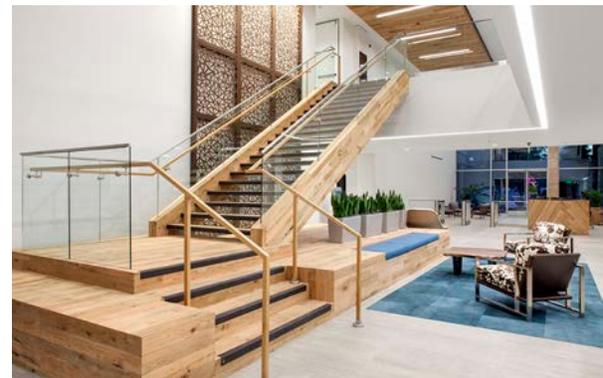
# Pioneer Millworks

**Pioneer Millworks is a leader in the reclaimed and sustainable wood industry and one of the first companies to become FSC certified in recycled wood over 8 years ago.**

“FSC was a great way to give merit to how Pioneer Millworks has always functioned,” explains Michele Caryl, Acquisitions Manager and FSC coordinator for Pioneer Millworks. Today, Pioneer Millworks has three categories of FSC certified materials: Mixed, 100%, and Recycled. Nearly to 100% of their products are categorized under at least one of these FSC claims.

In 2014 Pioneer Millworks used 1.3 million board feet of FSC Recycled, over 100 thousand board-feet of FSC Mix and 46 thousand board-feet of FSC 100% wood in their manufacturing processes.

Pioneer Millworks’ clients understand what FSC certification means – their processes and efforts meet the highest standards for the planet and its people. FSC certification gives their customers confidence that they’re purchasing responsible and eco-friendly products – products they can feel good about.



(TOP) FSC-certified reclaimed oak staircase by Pioneer Millworks. © Pioneer Millworks. (BOTTOM) FSC-certified reclaimed softwoods ceiling, black and tan oak floor by Pioneer Millworks. © Pioneer Millworks.



# Clough Construction

**Clough Construction is a 28-year old company that specializes in the design, construction, and installation of decks and fences in Marin County, California, using the highest quality and environmentally responsible building materials. FSC-certified materials account for 80-90% of all the forest products they utilize.**

Owners Deanne and Scott Clough first embraced FSC's principles because of their strong belief in working with environmentally responsible forest products. They learned about FSC while on a tour of an FSC-certified redwood forest in northern California. Social, economic, and environmental responsibility and stewardship are the cornerstones of their business model. They strive to enhance, educate, and share their philosophy of using responsibly managed FSC-certified forest products.

Clough educates their retail business partners about the importance of sourcing FSC-certified forest products to encourage similar environmental values in their partners and to ensure that retailers have FSC-certified products always in stock for their next construction project.

In 2014, Clough established an internship program for local high school students to provide young adults with the opportunity to teach businesses and schools about sourcing responsible forest products. Their first interns researched paper sourcing practices of their local Dixie School District, and at the end of their 12-month internship, successfully proposed to the school board, a way for the district to quickly move toward sourcing 100% of its paper as FSC certified.

Clough is the recipient of both the Jared Hoffman Environmental Award and the Marin Builders Association's Educational and Environmental Award, honors from the Home Building Association of Marin County and the greater San Francisco Bay area.

(TOP) Deck installed by Clough Construction in Marin County, California. (MIDDLE) Interns for Clough Construction, Sami and Nivie, with a banana slug during an FSC-certified redwood forest tour. (BOTTOM) Chicken coop built by Clough Construction, in partnership with Marin County public schools, with FSC-certified wood.





“GreenWood Resources’ accomplishment shows true leadership in the building industry, demonstrating that responsibly grown, certified wood can be scalable in large projects.”

**DR. ROBERT J. HRUBES**



## GreenWood Resources

**GreenWood Resources, a global investment and timber management company, received the seventh FSC Project Certification in the US for its headquarters’ office expansion, assessed by third-party auditor SCS Global Services.**

All of the timber and wood products used in this project were FSC certified, a threshold rarely achieved in most green building construction projects.

“GreenWood Resources’ accomplishment shows true leadership in the building industry, demonstrating that responsibly grown, certified wood can be scalable in large projects,” said Dr. Robert J. Hrubes, SCS Executive Vice President. SCS ensured that every step of production and sourcing in this project met the rigorous standards of FSC, from forest management to milling to on-site installation.

GreenWood’s Portland, Oregon office expansion included the construction of 34 new workspaces, conference room and reception facilities, which incorporated Collins lumber and veneer products, and 130 sheets of Columbia Forest Products’ decorative plywood panels. All hybrid poplar products used in the office expansion were processed from the GreenWood plantation trees, which grew to harvestable dimensions in only 12 years. The tree farm also earned Roundtable on Sustainable Biomaterials (RSB) Certification, which represents the first-ever dual FSC and RSB certification.

“To have an office showcasing the products sourced from our responsibly managed plantations has been a dream of ours since GreenWood was founded,” said Jeff Nuss, President and CEO of GreenWood Resources. “We believe it is best to lead by example and we are eager to showcase beautiful products from this incredible and renewable resource called wood.”



## Dogwood Alliance

**Dogwood Alliance has been a long-time member and strong supporter of the Forest Stewardship Council because they believe FSC forest management certification provides a solution to many core issues around the conservation of Southern forests.**

Because the American South remains a primary wood and fiber basket for the world, with over 6 million acres logged across the region each year, clear guidance for responsible forest management, like that provided through FSC, will protect the significant conservation values across this hardworking landscape.

Dogwood Alliance is best known for advocating for FSC certification in the marketplace through its numerous market campaigns. They work with some of the largest Fortune 500 companies to address responsible fiber procurement, and focus on ensuring that companies source paper responsibly by choosing FSC. These companies include those in the office supply industry, major paper and packaging customers, and paper producers. Dogwood Alliance also engages thousands of their own members and the general public in regular conversations about the importance of responsible forest management in the South.

Over the last eight years Dogwood Alliance has worked in partnership with the forest products industry to advance FSC certification through the Carbon Canopy project. The project researches the potential for forest carbon financing to incentivize FSC certification. To date they have engaged numerous private landowners to certify thousands of acres of forests across Southern Appalachia and will expand to include other forest ecosystems in the coming years.

Their years of effort to catalyze FSC certification across the South have ultimately resulted in strong growth across the region. In all of this work they strive to be constructive and honest advocates in the FSC three-chambered process, recognizing that ultimately the system needs to be able to work for all stakeholders.

Dogwood Alliance staff during FSC-certified forest tour. © Dogwood Alliance.





## Menominee Tribal Enterprises

**The decision of whether and how to develop natural resources is a subject of great debate in many Native communities, and Menominee is no exception. Native peoples hold various – and sometimes conflicting – opinions about the effect of resource development on a tribe’s social structure and deeply held traditional, religious and environmental values.**

There is broad agreement, however, that natural resource development must be approached as part of a larger plan of social and economic development rather than as an end in itself. The story of the Menominee people is one of a successful equilibrium between harvest and utilization of only what the land can provide and maximization of the jobs and other economic benefits that flow from sustained yield harvest.

Indigenous knowledge handed down for generations has guided Menominee Tribal Enterprise’s (MTE) sustained yield forest management for the last 150 years. Committed to continue this long held sustainability ethic, MTE is fully committed to the principles of FSC, to the FSC standards and policies, and to maintain Chain-of-Custody and Forest Management certification. In particular, MTE strongly supports the policies and standards from FSC certification that prohibit:

1. Illegal logging or the trade in illegal wood or forest products;
2. Violation of traditional and human rights in forestry operations;
3. Destruction of high conservation values in forestry operations;
4. Significant conversion of forests to plantations or non-forest use;
5. Introduction of genetically modified organisms in forestry operations;

(LEFT) Selective cutting in process in Menominee FSC-certified forest. © Menominee Tribal Enterprises. (RIGHT) FSC-certified cabinets grown and built by Menominee Tribal Enterprises. © Menominee Tribal Enterprises.



# Rivanna Natural Designs

Rivanna Natural Designs started in 2001 with a simple objective: to create meaningful, rewarding, living-wage jobs for refugees, and to maintain the smallest possible environmental footprint.

Today, Rivanna is the leading US provider of FSC-certified and other planet-friendly corporate awards, with customers in 48 states.

The relationship between the Forest Stewardship Council and Rivanna is as old as the company itself. Rivanna received FSC Chain-of-Custody certification in January 2002, months before they shipped their first product, a corporate gift made from FSC-certified cherry.

Founder and CEO, Crystal Mario, explains, “We choose to be certified by the FSC because the FSC standard is most closely aligned with our company’s priorities and values. In particular, we appreciate that the FSC standard addresses not only environmental issues, but issues related to Indigenous rights, community well-being, and socio-economic sustainability.”

Today, Rivanna makes FSC-certified awards for a wide variety of prestigious EPA and other government programs, and ever-growing list of corporations and NGOs.



The Arbor Award in FSC-certified cherry.  
© Rivanna Natural Designs.



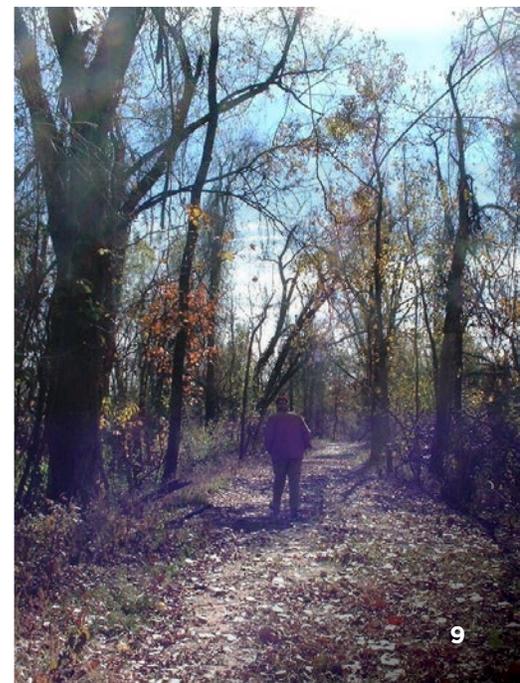
# Grim Locke

For Grim Locke, a family forest landowner in the southeast U.S., maintaining his property is far more than a job—it is a deeply rooted family affair spanning many generations.

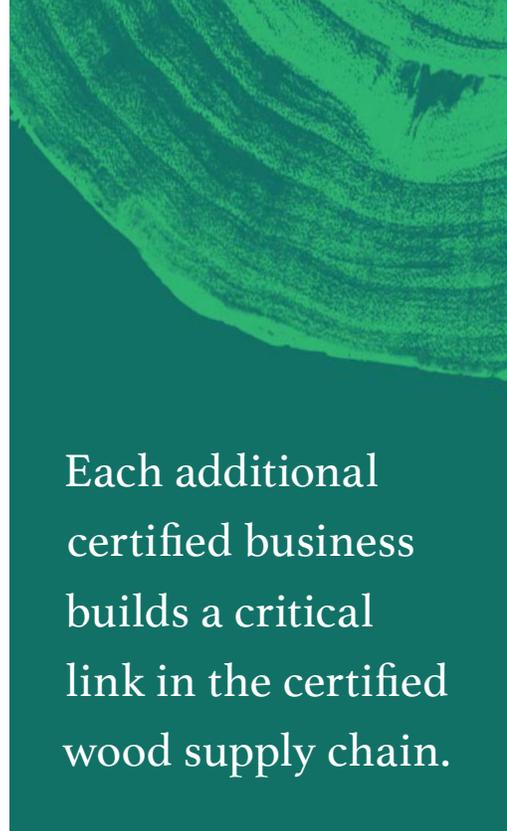
The forest is especially important to the Locke family because their property serves as home to local wildlife and to a historical cemetery dating back to the Civil War. Locke inherited the forestland from his great grandfather who settled in southwest Arkansas in the mid-1800s. When the Great Depression hit, the family nearly lost their property, but due to the kindness of the president of the local bank, they held onto their land. Out of gratitude, Grim’s parents named their son after the banker, and today, the property is thriving.

With the help of the Arkansas Natural Heritage Commission, Locke manages this unique area comprised of rare wet hardwood and pine-hardwood flatwoods, complete with a dwarf palmetto understory. Locke has also established some experimental plots to try growing different species of hardwoods, mainly cottonwoods.

Mr. Locke was the first landowner to achieve FSC certification through the Four States Timberland Owner’s Association, an organization that encourages landowners in Arkansas, Louisiana, Oklahoma and Texas to secure FSC certification through environmentally responsible, socially beneficial, and economically viable management practices. Locke is proud of his certification and emphasizes that “we need to follow the practices of sustainability, and do the best we can to make sure we don’t do anything to destroy the land.”



(TOP) Grim Locke with his daughter, Stacey Locke, during a tour of their FSC-certified forest in 2015. (BOTTOM) Grim Locke walking in his forest.



Each additional certified business builds a critical link in the certified wood supply chain.



## Sustainable Northwest

**Sustainable Northwest is a not-for-profit organization based in Portland, Oregon that operates the oldest group Chain-of-Custody certification program in the United States (started October 2003).**

The program helps businesses in the Northwest access markets for FSC-certified products by providing technical assistance and affordable certification. Through Sustainable Northwest, 65 businesses across five states are now certified to sell FSC products to the green building market. Ninety-seven percent of members were not certified prior to joining Sustainable Northwest's program, which lowers the costs and other hurdles to becoming certified.

Each additional certified business builds a critical link in the certified wood supply chain, connecting existing demand with supply while making it easier and more affordable for green builders to source FSC-certified products. Sustainable Northwest increases incentives to participate by subsidizing certification costs and providing templates and technical assistance for their members. Demand for their certification program has increased resulting in 129% growth in membership over the last three years.

Sustainable Northwest and members in their program represent \$12 million dollars and over 3.2 million board feet a year in FSC certified wood product sales. Members employ 925 wood products professionals. This impact makes it possible for builders to source 100% of the wood for projects as FSC certified material.

Sustainable Northwest's Green Markets Program Manager, Paul Vanderford, represents the FSC Social North on the FSC US Board with the aim of supporting market-based solutions that enable vibrant wood based economies, strong rural communities, and healthy and productive forests.

A Portland home made entirely out of 100% FSC-certified wood.  
© Sustainable Northwest.



# Herman Miller

In the early 1950s, Herman Miller founder D.J. De Pree declared that Herman Miller “will be a good corporate neighbor by being a good steward of the environment.” Pursuing sustainability and responsible environmental stewardship are part of Herman Miller’s heritage and their commitment to future generations.

In 2003, Herman Miller began its association with the Forest Stewardship Council by offering FSC-certified veneers on wooden furniture. They received FSC Chain-of-Custody certification at the Zeeland facility (in Michigan) in 2007. In 2009, they began to offer FSC-certified laminate products and a second facility, Geiger in Atlanta, GA, received its FSC chain of custody certification. Herman Miller began offering many standard products as FSC certified in 2013. A current list of FSC-certified Herman Miller products is on the Certified Wood page of their website.

Herman Miller sees constant growth in customer demand for FSC-certified products. Listening to customers who care deeply about purchasing responsibly sourced wood products, Herman Miller continues to expand the availability of their FSC-certified furniture.



Canvas work surfaces. © Herman Miller



## Apply in 2016

The **FSC LEADERSHIP AWARDS** recognize excellence in the use of FSC certified products and commitment to responsible forest management.

The Leadership Awards are presented annually at a celebration that is held at Greenbuild, the world’s largest green building event. The awards recognize individuals and organizations that dedicate their time and efforts to protecting forests through FSC certification. Formerly known as the “Design & Build with FSC Awards,” the FSC Leadership Awards will continue to recognize excellence in green building, while also expanding to celebrate other products, organizations and leaders in the FSC community as well.

To be eligible, the project must meet **ONE** of the following categories:

- **Design & Build:** A commercial, institutional, residential, or mixed-use building, or furniture, that was completed in 2014 or 2015 and utilizes at least 50% FSC-certified materials. The project must be located in the US or Canada.
- **Certified Organization:** An FSC-certified company, government agency, or nonprofit organization with a current and valid certificate, headquartered in the United States or Canada.
- **Trademark License Holder:** An organization with a valid trademark license, headquartered in the United States or Canada.
- **Partnership:** A nonprofit organization with a common cause or partnership with the Forest Stewardship Council and with an office in the United States or Canada.
- **Uncommon Partnership:** A campaign, event, or project that was completed in tandem with another organization to advance a common interest in FSC and responsible forest management.

To learn more about how to apply for the Leadership Awards, please contact us at [info@us.fsc.org](mailto:info@us.fsc.org) or visit [www.fsc.org](http://www.fsc.org).