



PIAMS Monthly Update

LOCALLY FOCUSED
SERVING COLORADO SINCE 1922

August 2009

My Final "Presidential" Column

By Kathy Lauerman

There have been many changes in our industry of late, one of which is the move PIAMS has made from our offices in the Denver Tech Center "up north" to the I-70 corridor. Our new office is at 5000 Osage St. #700 and we are still in the process of finding a few things from the move. In addition, I will be retiring as president of PIAMS at the end of the month but will continue to work as a consultant to assist the Association in two very important areas.

I plan to help on what has been our primary focus, Do Not Mail activities, and will be involved in coalition meetings at the new office as well as continue working on *All Things Green*. I am also very excited to tell you that there are a number of PIAMS members who will soon be honored as new, or move to a higher level, with the Colorado Environmental Leadership Program which dovetails well as the coalition promotes the value and environmental consciousness of the Colorado printing community. They will be honored on October 20th at a big event that we hear will be emceed by CBS 4's Alan Gionet at the Performing Arts Center. I am so pleased to say that the Environmental Results Program that we have worked on with Colorado's Small Business Assistance Program and the Sustainable Management System (SMS) Classes that we offered earlier this year has made all this possible. PIAMS is looking forward to showcasing the event and the PIAMS Green Members that will be honored again this year in November's Monthly Update.

The photo below is from last year's event and will be featured in this year's program.



Printing & Imaging Association
Mountain States (303)771-1578

Fax(303)771-2945 www.piams.org

Still prominently featured on the PIAMS website is the May graduating class from our first SMS series of classes. We plan to incorporate all of the industry's sustainability efforts and accomplishments into the coalition project to stop any Do Not Mail initiatives that are festering before the next Legislative Session convenes in January.

Vice President Jennifer Janness who has been with the association for over 15 years will be taking over the management of PIAMS beginning September 1st and I couldn't be more pleased that the association will be in such good hands.

It has been my great pleasure to work with all of the great people of Colorado for the last eleven plus years, and have been truly honored to have gotten to know all of you. Although I won't be talking with you and working with you on a daily basis I'm sure I will have the opportunity to keep in touch. I have made many wonderful friends and have thoroughly enjoyed serving you. You can still get in touch with me through e-mail at klauerman@piams.org or by phone at 303.472.5062.

100 Million Acres of Forest in the US and Canada Now Managed to FSC Standards

The Forest Stewardship Council (FSC) reports that the area of U.S. and Canadian forests managed to its stringent environmental and social standards surpassed the 100 million-acre mark in June, representing 40% growth since January 2008 and helping solidify FSC's position as the fastest-growing forest certification system in the world (UN FAO, 2007).

"The core driver of this growth is a shared commitment among landowners, manufacturers, retailers and consumers to conserve forest ecosystems and safeguard the rights of native peoples and local communities," says Corey Brinkema, President of FSC-US. "And while this is a major achievement, it remains but one shared step in doing the right thing for forests, people and wildlife."

Independent third-party certification to FSC's rigorous standards is the leading means of verifying environmentally appropriate, socially beneficial and economically viable forest management practices around the world. Certification allows responsible forest management practices to be valued

in the marketplace – and the market is responding. The amount of FSC-certified forests globally has tripled since 2004, to more than 281 million acres in 82 countries.

In the past four years alone, the area of FSC-certified forestland in the United States and Canada has nearly tripled. And in the United States, the number of FSC Chain-of-Custody businesses – those certified to buy and sell FSC products from their origin in the forest to their end-use – has grown to more than 3,000, representing a five-fold increase since January 2005.

"FSC's growth among American businesses has a direct bearing on the protection of forests and forest-dependent communities in North America and throughout the world," says Kerry Cesareo, Deputy Director, Forests Program of the World Wildlife Fund (WWF)-US. "FSC is the high bar in forest certification, because its standards protect forests of significant conservation value and consistently deliver meaningful improvements in forest management on the ground."

In the Canadian Boreal forest alone, FSC certification has resulted in the protection of some 7.5 million acres of forestland previously intended for logging.

FSC is also the only forest certification system that ensures that the rights of Aboriginal Peoples and forest-dependent communities are respected. FSC is governed by an open membership and three equal chambers – environmental, social and economic. Its standards are developed with the full input of all stakeholders, ensuring that Aboriginal and other community and environmental interests have equal voices. "Iisaak is proud to be a part of the 100 million acres of FSC-certified forests in Canada and the U.S.," says Derek Drake, Operations Manager of Iisaak Forest Resources Ltd., a 100% First Nations-owned and -operated forest management company in British Columbia providing high-quality western red cedar, yellow cedar and other natural products. "FSC has been a good fit with our business philosophy. We are showing the world how to maximize the value of products through innovative forest practices that respect ecological and cultural values."

Reminder for PIAMS members: We have a great partnership with Scientific Certification Systems to get discounts on FSC, FSC/SFI and FCS/SFI/PEFC Chain of Custody audits. To find out more call Kathy Lauerman at 303.472.5062.



Invitation to Fourth Education Summit At PRINT '09

The Education Summit Committee (a group of associations, printing companies, manufacturers, and individuals) is hosting the fourth Education Summit and Breakfast at PRINT 09. Helping to organize the Summit is the Print and Graphics Scholarship Foundation (PGSF). The Committee (that includes Kathy Lauerman from PIAMS on behalf of Mountain States Printing Education Foundation) has been working to improve industry perceptions, attract skilled employment candidates, and provide clear industry communication. Solid progress has been made in the last several years, but there remains much to be done. The future of the graphic communication industry depends on attracting the best and brightest young people, providing an education for them, and then moving them ahead in a career path. Our industry has never been as challenged as we are now to attract talented people. Join us at the Education Summit to hear what has been done and share your own successes.

The Education Summit is scheduled for Sunday, September 13, in Room S106 AB at McCormick Place. Breakfast provided by GASC/GAERF will be served at 7:30 a.m. The Summit meeting will begin at 8:00 AM and will end by 9:45 AM, in time for the opening of PRINT 09. John Berthelsen, President of Suttle-Straus, Inc., past PGSF Chair, is Chairperson of the Summit. Key presenters include; Jim Dunn, Heidelberg; Kevin Joyce, Kodak; and Raymond J. Prince, NAPL.

Please join other industry leaders at the Education Summit. It is an opportunity to be with other involved individuals and committed educators. RSVP to Bernie Eckert, at PGSF, beckert@printing.org. There is no cost for attendance.

