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# News Advisory

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**For Immediate Use**

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## RMS leader Jimmy Bullock receives the Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability

BIRMINGHAM, Ala. (May 21, 2025) -- Resource Management Service, LLC (RMS), one of the world's largest and most experienced providers of timberland investment services, today announced that Jimmy Bullock, RMS Senior Vice President Forest Sustainability received the 2025 Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability. The award was presented to Bullock for his lifelong dedication to collaborative conservation and sustainable forest management by Sustainable Forestry Initiative (SFI) and International Paper at the SFI Annual Conference in Minneapolis, Minnesota.

"Jimmy's leadership has been instrumental in advancing RMS' reputation for environmental stewardship and has significantly influenced conservation efforts across both the public and private sectors," commented Alex Hinson, President and CEO, RMS. "This award is a meaningful acknowledgment of his impact, and we're honored to see his work recognized and proud to stand behind his achievements."

Bullock's leadership in sustainable forestry spans decades. He has played a pivotal role in driving forestry companies to more rigorously address threatened and endangered species on their land. Since joining RMS in 2006, he has championed landscape-scale conservation, leading efforts to integrate private landowners into sustainability initiatives. Under his leadership, RMS played a key role in the development of the National Alliance of Forest Owners' Wildlife Conservation Initiative (WCI), which connects landowners and conservation partners across 45 million acres or privately owned forests. In 2023, the Wildlife Conservation Initiative became a formalized partnership involving the National Alliance of Forest Owners, the U.S. Fish & Wildlife Service, the National Council for Air and Stream Improvement, and the Association of Fish & Wildlife Agencies. Bullock's work with WCI also gave rise to another national combined effort, Conservation Without Conflict, a coalition of public and private partners with highly diverse goals who are united in their commitment to conserving wildlife while keeping America's working lands working.

A long-time advocate of SFI, Bullock has served on and chaired the SFI Resources Committee and multiple SFI Standard revision task groups, playing a crucial role in shaping ongoing improvements to SFI programming and standards.

"Jimmy has been a driving force in positioning responsibly managed forests as an important biodiversity solution for the Southern U.S.," said Kathy Abusow, President and CEO of SFI. "His ability to foster collaborative public-private partnerships has significantly advanced sustainable forestry practices and strengthened SFI's impact on the ground."

SFI and International Paper established this award in memory of Dr. Sharon Haines, International Paper's former Director of the Office of Sustainability. Before her sudden passing in 2007, Dr.

Haines was a visionary leader in natural resource stewardship and a champion for forging strong partnerships between forestry and conservation organizations.

## About Dr. Sharon G. Haines

Dr. Sharon G. Haines was the first director of International Paper's Office of Sustainability. Her successes included developing many of the company's innovative partnerships with conservation groups, leading the development of its sustainable forestry programs, championing projects to protect endangered species across company land, helping to establish sustainable forestry policy issues at the national and international levels, and mentoring colleagues to help them excel professionally. Haines was selected as a Fellow of the Society of American Foresters and received an American Forest & Paper Association 2005 Conservation Award. She was a member of the National Commission on the Science of Sustainable Forestry and worked with the World Business Council for Sustainable Development. SFI and International Paper established the Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability to commemorate Dr. Sharon Haines following her sudden passing on August 10, 2007.

## About Resource Management Service, LLC

RMS is one of the world's largest and most experienced providers of timberland investment and forestry management services. We are committed to being a leader in environmentally and socially responsible investing and in practicing sustainable forest management on our clients' forestlands. As a company founded, owned, and managed by professional foresters, RMS has long been guided by a strong stewardship ethic. Exercising good stewardship through responsible management of all forest resources meets the needs of our clients, customers, employees, society, and future generations. As an independently owned and operated company, RMS has established a legacy by optimizing the biological, financial, and societal values of every asset we manage. Based in Birmingham, Alabama, RMS is a Registered Investment Adviser with $5.3 billion of timberland assets under management in the United States and Brazil. For more information, please visit us at www.resourcemgt.com.

## About SFI

The Sustainable Forestry Initiative® (SFI) advances sustainability through forest-focused collaborations. We are an independent, nonprofit organization that leverages four interconnected pillars of work: standards, conservation, community, and education. SFI works with the forest sector, conservation groups, academics, researchers, brand owners, resource professionals, landowners, educators, local communities, Indigenous Peoples, and governments. Collaborating with our network, we leverage SFI-certified forests and products as powerful tools to help solve sustainability challenges such as climate action, conservation of biodiversity, education of future generations, and sustainable economic development.

## About International Paper

International Paper (NYSE: IP; LSE: IPC) is the global leader in sustainable packaging solutions. With company headquarters in Memphis, Tennessee, USA, and EMEA (Europe,

Middle East and Africa) headquarters in London, UK, we employ more than 65,000 team members and serve customers around the world with operations in more than 30 countries. Together with our customers, we make the world safer and more productive, one sustainable packaging solution at a time. Net sales for 2024 were $18.6 billion. In 2025, International Paper acquired DS Smith creating an industry leader focused on the attractive and growing North American and EMEA regions. Additional information can be found by visiting www.internationalpaper.com.