

## Speakers

### **Arika Atkins, SR HR Business Manager, Weyerhaeuser**



Arika Atkins is a human resources professional with over 30 years of experience in managing all aspects of employee relations and has a bachelor's degree in human development with a minor in human resources. Arika has worked in a variety of roles and industries, with the past fourteen years having been with Weyerhaeuser in forestry operations.

As a firm believer in people are a company's biggest asset and her passion to ensure that an organization's leaders recognize the value of securing the right person in the right role, she has used her extensive experience to help organizations attract and retain a strong workforce. Recently, her impact and contributions were acknowledged when she received Weyerhaeuser's distinguished Truly Great award. Arika has been growing and building her career over many years. She has mastered the ability to influence and provide insight to make noteworthy, positive impacts in her professional and personal experiences.

### **Lee Anne Beech, Partner, C&C Logging**



Lee Anne is a Longview Washington native with a BS degree from Central Washington University. She has been a partner of C & C Logging, LLC since 2004 with their operations based out of Kelso, Wash. C & C Logging was formed in 1967 by her parents Frank and Lee Chandler — a company they started with just one employee and a skidder.

Today Lee Anne and her brother are partners in the company and the one employee has multiplied into over one hundred. Lee Anne's scope includes finance, purchasing, insurance and employee benefits among other duties. She says, "We have an excellent office staff which helps support our successful operations team."

**Shanna Bellingham, Dir. Of Communication & Outreach, Society of American Foresters**



Shanna Bellingham is the Director of Communications & Outreach of the Society of American Foresters. She oversees the communications and marketing strategies and execution of SAF and #forestproud, including the internal initiatives and external impacts to grow the messages and reputations for both brands.

Shanna has more than 15 years of experience in brand strategy and results-proven marketing and communications. Her background in communications and environmental policy has helped lead the successful growth of multi-billion-dollar corporations and nationally revered nonprofits. Shanna's passions in natural resources led her to SAF where she enjoys spreading awareness around sustainable practices and longevity of the forestry sector.

**Bob Brash, Executive Director, Truck Loggers Association**



Since starting summer works at 14, Bob has been fortunate to work in all regions of BC in the forest sector. Starting first in the BC Forest Service, then with a market logging company, proceeding to work with the Haida Nation in starting and managing their forest company and development corporation, and culminating as Executive Director for the Truck Loggers Association over the last 5 years. In this time, he has been exposed to all elements of the forest industry and works within the association to advocate for the sector. Bob is a Registered Professional Forester and holds an MBA.

**Frank Chandler, Operations manager, C and C Logging LLC, Sales and support Manager, Technical Forest Solutions (TFS)**



Frank is a second-generation logger located in Kelso Wa. Frank grew up in the logging industry starting out at picking limbs out of the ditch then hand bucking as chaser for his father. Frank moved up from hand bucking logs behind skidders to working on and running various logging machines to eventually managing the operations at C and C Logging.

C and C logging currently employs over 100 employees and operates a variety of Logging gear consisting of skidders, leveling shovels, multiple winch assist (tethered) logging systems, large Tower as well as grapple logging systems.

**Colin Campbell, Wood Fiber & Nursery Manager, Green Diamond Resource Company**



Colin manages Green Diamond's California Division Woodchip Export Facility, Log Sales & Purchasing, Tissue Culture Laboratory, Tree Improvement program, and Nursery. He received his Bachelor of Science in Forestry from Humboldt State University and later his M.B.A. from California Polytechnic University, Humboldt. Colin is a California Registered Professional Forester, and is active in numerous professional organizations.

Green Diamond is a sixth-generation family-owned sustainable forest products company that manages nearly 2.2 million acres of Timberland across 9 states in the western and south-east U.S.

**Duane Doyle Jr., Dealer Principal of Peterson Cat**



**Duane Doyle Jr.** started his career with Peterson at the age of 15 in the Parts Department in San Leandro, CA. During High School and College, he worked in the Service Department as a Heavy Equipment mechanic. After graduating from the University of Oregon in 2007 with a Business degree, Duane worked his way up in the company in various diverse and demanding positions throughout California and Oregon. Today he is the Dealer Principal of Peterson, and he has taken over for his father as the 4<sup>th</sup> generation leader of the family business. In 2014, Duane joined the PLC and has been involved ever since because of his love of forestry.

Duane and his wife Joanna have been married 16 years and are the proud parents of two beautiful girls, Reagan and Hadley, and their son Kellan. The most recent addition to the family is a puppy name Logger! In his spare time, Duane enjoys watching college football, playing golf, exercising, skiing, and restoring hot rods.

**Jacquelin Earley, Workforce Development Coordinator of Sierra Pacific Industries**



Jacquelin Earley serves as the Workforce Development Coordinator at Sierra Pacific Industries, a third-generation, family-owned forest products company. Previously, she worked in human resources for SPI's Shelton Division Sawmill and Fabrication Division.

Jacquelin actively participates in several community organizations, including the South Sound Council, PacMtn Workforce Development Council Board of Directors, Capital STEM Alliance, and AJAC/AMJTC Board of Directors. She graduated from Washington State University's Carson College of Business with a focus on Management, Marketing, and Human Resources. Her industry expertise spans advanced manufacturing, the forest products industry, and youth engagement.

### **Dale Ewers, Managing Director, DC Equipment**



Dale Ewers is a pioneering force in the forestry industry, renowned for his relentless commitment to safety and innovation. Starting his logging career at just 14, Dale has dedicated over four decades to improving steep-slope logging. Alongside his wife Christine, they own Moutere Logging, one of New Zealand's larger independent logging operations, with multiple crews working across the country. In 2010, Dale & Christine founded DC Equipment, to manufacture remote operated mechanized logging equipment.

Driven by a vision of "Zero Harm," Dale's focus is on removing workers from dangerous situations, particularly in high-risk areas such as steep-slope logging. His innovations, including the Falcon Winch Assist, Falcon Grapple Carriage, and Falcon Camera System, have dramatically reduced accidents and increased productivity. These systems, designed and manufactured by DC Equipment, are now used globally across New Zealand, Australia, Canada, Chile, Brazil and the United States, revolutionizing safety standards and efficiency in the logging industry. Dale and Christine now own the Madill and Thunderbird brands with manufacturing operations in both Canada and New Zealand.

Dale's mission goes beyond just business; it's deeply personal. He has witnessed the impact of injuries in the forest and has made it his life's goal to prevent such tragedies by integrating advanced technologies that protect workers while enhancing productivity. His leadership has not only reduced injury rates but also significantly improved the overall output in the forestry sector.



### **Todd Gordon**



Raised in Prentice, Wisconsin, Todd spent 38 years working for Omark, Blount and Caterpillar. He's had the good fortune to spend his career working with loggers and major forestry companies across North America and for two years also covered New Zealand and Korea. He's moved 5 times since he started, but came west in 1989 and never moved again. A highlight of his career was becoming the PLC president in 2015 and enjoying the company of some of the finest people he's known. Todd retired in 2020, lives in Graham, WA and spends time with his wife Mary.

### **Jeremy Hart, owner of Hart Customer Cutting LLC**



Jeremey Hart, owner of Hart Custom Cutting LLC, has spent his entire life logging. He is a 5<sup>th</sup> generation logger and has logged in Washington, Idaho, and Oregon for family and other loggers. In 2007, he married RaCinda and started their family, and in early 2011 began Hart Custom Cutting.

### **JR Hendershott, Manager of Forest Products and Development, Peterson Cat**



JR Hendershott is the Manager of Forest Products and Development at Peterson Cat, the Northwest dealer for Caterpillar products.

He has worked in the Forest Equipment Industry for 27 years; the Timber Industry has supported my family for two generations. He enjoys supporting loggers and contractors' equipment needs through application, technical and parts, and service support. He also works with equipment manufacturers to help design the next generation of forestry product offerings.

To help educate the next generation of industry professionals, JR works with the Pacific Logging Congress and their Adopt a High School program as well as performing the duties of Vice President of Trajectory. Trajectory strives to assist schools and industry advocates by educating high school students in the abundance of timber industry opportunities available as a high school or college graduate. JR, his wife Jodi, son Jared and daughter Jadelyn live on a small Christmas Tree Farm in Boring, Oregon that they have operated for the past 13 years.

## **Steven Hensen, 2024 Oregon Logging Conference President**



Steve is a veteran of the timber industry with a career that has spanned over 44 years managing timberlands and procurement operations. Steve has also managed dimension mills, stud mills, veneer mills, and plywood operations in several states and regions in the United States. He has worked for small, medium, and large private companies, and publicly traded companies. Steve enjoys being out in the woods hunting and fishing, and he has been married to his wife Donna for 42 years. He and Donna have two grown sons, and two beautiful granddaughters. Steve still has a passion for the people in the timber industry, and communities we work in.

## **Andy Hoshel, Engineering Product Manager, Tigercat Industries**



Andy has worked in engineering for Tigercat since February 1996. He was the product manager for 800 series machines from 2004 to 2018 and is now the product manager for cable logging systems.

When not working or thinking about yarders and winch-assist, he likes to travel the world with his travel partner Stephanie.

## **Peter Jackson, Vice President and General Manager of the California Operations, Green Diamond Resource Company**



Peter Jackson is the Vice President and General Manager of the California Operations of Green Diamond Resource Company. In that role, he oversees land management of over 400k acres of timberland and the Chip Export Facility all in northwestern California.

Jackson has held many roles for Green Diamond since starting his career for the company in 1999 as a seasonal forestry technician. He currently serves as a Board Member for the Pacific Logging Congress and serves on the Sponsorship committee for said group (2016-present). He is also the Board Chair for the Blue Lake Volunteer Fire Department (2015-present). Mr. Jackson holds a Bachelor of Forestry Magna Cum Laude with an emphasis in production from Humboldt State University, 2000.

### **Travis Joseph, President/CEO, American Forest Resource Council**



Travis was born and raised in Springfield, OR. He began his natural resources policy career in Washington D.C. working for the U.S. House of Representatives. He was a senior legislative aide to Congressman Peter DeFazio of Oregon, a senior policy advisor on the House Natural Resources Committee, and the Director of Northwest Policy for the House Committee on Transportation and Infrastructure.

Travis returned to Oregon in 2015 to pursue his passion for healthy public forestlands and creating economic and job opportunities in rural communities. He currently serves as the President and CEO of the American Forest Resource Council, a trade association representing the forest products sector on public lands throughout the West. Travis manages the budget, staff, communications, government relations, and overall strategy of the Association.

Travis also serves as: the Vice-Chair of the Federal Forest Resource Coalition (FFRC), a national coalition representing the forest sector and logging interests based in Washington, D.C.; the Chair of Keep Oregon Green, a state organization focused on reducing human-caused wildfires; and is a co-chair of the Northwest Forest Plan Federal Advisory Committee, which was chartered by the Biden Administration to focus on a climate-smart amendment to the Northwest Forest Plan governing the management of 24 million acres of federal forests in Washington, Oregon, and California.

He and his wife live in Springfield on a farm near their families.

### **Eric Krume, Summit Attachments & Machinery**



Eric has been logging since the age of 17. In 1995 he founded Krume Logging & Excavation, in Castle Rock, WA. His first-hand experience in the industry directly impacts the design and implementation of every project.

Whether it's an extreme duty grapple or a tethering system complete with state-of-the-art wireless technology for remote control and monitoring, Eric's drive to improve the safety, efficiency and reliability of machinery coupled with his vision of where the industry is headed powers the company's innovation and quality.

Summit Attachments was formed in 2004 by Eric Krume and Bruce Skurdahl to build and offer a newly-designed Tong Thrower. The company expanded its scope to integrating various winches and controls to offer complete logging systems. Innovation and customer experience continues to be the major factor with the end goal of helping

every logger possible. Eric lives near Castle Rock, WA, with his wife, Kim. They have a daughter, 2 sons, and 4 grandsons.

### **Tyson Lambert, T-MAR Industries**



Tyson is a second-generation logging equipment builder and part of the T-MAR ownership group. He takes a hands-on approach to developing and refining machinery to make logging contractors successful. T-MAR Industries has been specializing in steep slope logging equipment for 40 years.

### **Rex Lowther, Executive Director, Future Natural Resource Leaders (FNRL).**



Rex Lowther is the Executive Director for Future Natural Resource Leaders (FNRL). Rex graduated from Philomath HS in 1992 where he participated in forestry for Terry Selby. He spent his summers learning to log and run all different kinds of equipment, even loading his first load of logs when he was 14.

Rex earned his Bachelor of Science in Business Economics from Willamette University in 1996. He ran his own logging company from 1997 until 2005, logging on his family's tree farm among other contracts from various owners. He earned his Master of Arts in Teaching from Western Oregon University in 2003. He taught Forestry at Scio High School from 2004 until 2020 when he took over the helm of FNRL. Rex has been involved in the timber industry in various facets his entire life, from learning to run skidder when he was 13, all the way to teaching forestry in high school. Rex married the love of his life, Amy, in 1995. They have three children and their first granddaughter, Juniper. Rex enjoys wood working, mountain biking, hunting, working outdoors, and spending time with his granddaughter.



## **Blake Manley, Program Manager Workforce Development UIEF**



Blake Manley is a 4<sup>th</sup> generation logger turned educator. He started in the woods 25 years ago working alongside his dad in Eastern Oregon. After getting his degree at the University of Idaho, Blake worked in several jobs within the forestry industry. Some of which were Log Buyer, Timber Sale Layout, and Mill Supervisor.

Blake found his niche when a Career Technical Education job teaching forestry in Sweet Home, Oregon became available. There he was able to combine his passion for forestry and making a difference in young people's lives. During this time period he created the series "Manley Jobs," a video series used to educate youth in jobs that typically they are not exposed to in the regular high school setting.

He currently sits on the Future Natural Resources board of directors, is a founder of the National Forest Industry Training Coalition, has been featured on the popular Fox News program "Fox and Friends" and in the SAFs Western Forester magazine. He now works with the University of Idaho as Workforce Development at the College of Natural Resources."

## **Reva Nelson, Board of Directors, Intermountain Logging Conference**



Reva is a mom and business owner. She's also a logger's daughter, granddaughter, sister, and wife; an advocate for the timber industry.

She's honored to serve on the Intermountain Logging Conference board of directors. The 85th Annual Conference and Equipment Show in Spokane, Washington will be in April of 2025.

With a bachelors in business and masters in accounting, she admits to being a bit of a number nerd. "Talk is cheap, show me the excel spreadsheet," she says. In 2016, she was part of the launch of Nelson Brothers Timber Management in North Idaho and has been crunching numbers, hiring employees, processing payroll and all the jazz ever since.

Idaho Jane is her social media page where she shares information about her personal life-her loggers, family, fitness journey, her identical twin daughters and neurodivergent journey. In her "spare" time, she loves exploring outdoors and capturing the world through photography.

## **Casey Smith, Senior Loan Officer at WCLA Credit Union**



Casey is the Senior Loan Officer at WCLA Credit Union. Selling money wasn't always in Casey's plans, but that changed during the drive home after graduating from Bellevue University in Omaha, Nebraska in 2007. During that drive home in the middle of Wyoming, his father, Roger (Yes PLC President Roger), asked him what he was going to do for a job when he got home.

Casey's response was, "go to work for you like we always planned" to which Roger responded, "No you're not".

There is more to the story, but in the end, it led to Casey landing his first job at WCLA Credit Union. Casey helps direct the lending program at WCLA Credit Union. He has a passion for helping the membership with financial education and helping find ways to get the next generation of loggers financed. Outside of work Casey enjoys spending time with his wife, Laurel, and three daughters, Penelope 13, Paisley 9, and Pippa 7, hiking, biking, and spending time at the lake.

## **Roger Smith, Owner R L Smith Logging and 2024 PLC President**



Roger Smith has been in the industry since 1980 when he went to work right out of high school. In 1991, he purchased his company, starting out small and growing it to the 5 sides with supporting cast that it is today.

Roger has focused the last 10 years on the education of students on job opportunities in this industry. He visits classrooms and hosts field trips. He is a strong advocate for young blood in the industry, and has always invested in technology and stresses teamwork with his crews.

Roger's main focus in the next couple years is to create well rounded business owners that won't just survive but thrive by investing in technology and safety. We must give young loggers a chance to grow and succeed.

What he likes about the PLC is you get to introduce our great industry to the public.

Roger takes great pride in doing an excellent job for the clients he works for. He is on the Board of Directors for the WCLA Credit Union and the PLC. He also is part of the Washington State Loggers Safety Initiative Board and Accident Investigation Board.

He enjoys walking nice stands of timber, golfing and family life. He has been married for almost 43 years to Carmen who mans the office. He also has a son, daughter, 4 granddaughters and a grandson.