

## HIGHLIGHTS OF THE 112TH PACIFIC LOGGING CONGRESS



The 112th Pacific Logging Congress (PLC) held November 7-10 at the Hyatt Regency in Indian Wells, California, was a success on every level.

Considering all the challenges with travel and a pandemic, PLC President Wayne Settle was excited to see a great turnout. People from Canada to Arizona traveled to California to attend the convention, which was set in the desert amongst palm trees.

### Receptions

The first item on the agenda was a casual “early arrivers” reception hosted by President Wayne Settle and his wife Lynette. There were lots of hugs and handshakes, and people got together with friends they hadn’t seen for months . . . or longer.

Activities the next day included the Past Presidents and Spouses breakfasts, the general board meeting, and a full opening reception that was held poolside. The music, food, and good company were enjoyed under a starry California sky.

### Speakers

The speakers this year were outstanding, thanks to a lot of hard work by the program committee. Economist Andy Fanter gave everyone a look into why we are experiencing what we are and what to expect in the future. CJ Shipley

generation, and Tony Spilde of Knife River demonstrated how his company has successfully embraced the idea of “gig employment” for their workers and how others can apply the concept to their own companies.



helped us understand how to weather a media response during a crisis. Chris Duncan showed us how to make our businesses more attractive to a younger

Those were just a few of the many great speakers and panels attendees enjoyed at the 112th congress. You can view all the

PowerPoint presentations and actually watch many of the talks by going to [www.pacificloggingcongress.com/presentations](http://www.pacificloggingcongress.com/presentations).

One big difference this year was that some of the presentations were live, while others were virtual. And the panel sessions were often mixed. Using Zoom-like technology, and production professional Logan Clements, the presentations went off without a hitch. And the new technology is allowing the PLC to share the presentations online.

Will the PLC use the hybrid version again? The answer is a resounding yes. Attendees, including President Wayne Settle, said it opened up doors for continuing to bring in outstanding speakers who might not be able to attend the conference in person.

### The Living Desert Zoo

After sitting all day listening to speakers, attendees got to stretch their legs strolling through the Living Desert Zoo in Palm Springs. In addition to

giraffes, emus, rhinos, and cheetahs, the residents of this unique zoo include more exotic animals like the Arabian Oryx, the Greater Kudu, and the Laughing Kookaburra. Having worked up an appetite seeing the sights, conference attendees enjoyed an evening dinner under the palm trees.

The final day of the conference included another great lineup of speakers, a hosted reception on the veranda, and a wonderful dinner followed by a record-breaking auction (more on that below).

### Record-Breaking Auction

The Pacific Forest Foundation (PFF) auction was the final event of the 112th Pacific Logging Congress. And it was an auction that broke all the records!

Due to the incredible generosity of the attendees (and maybe a little help from the hosted bar), the Pacific Forest Foundation raised nearly \$90,000 . . . \$89,352 to be exact.

Auctioneer Rob Giroux, Senior VP of sales for Ritchie Brothers Canada, created a fun night, bidding up items like fishing trips to the Campbell River and handmade cribbage boards by Todd Gordon. In fact, the PFF auction proceeds record was broken before the highlight of the auction had gone up for bid – a hunt donated by Shasta Cascade Timberlands that went for an incredible \$33,000!

It was an amazing evening that showcased just how generous the PLC membership is, as well as the generosity of the companies that sponsored the items, and it was a testament to the hard work of the auction committee.

These funds will be put to good use, creating scholarships for future industry professionals, and allowing the Pacific Forest Foundation to continue educational projects like Adopt a High School and its podcast Talking Timber.

A big thank you to all!



**2021 SPONSORS**

These amazing events could not have been possible without the hard work of our sponsorship committee and our spectacular sponsors. We want to give them a huge thanks. Your generous contributions are allowing the PLC to make a positive impact on the industry and our future. Thank you!!



Toby and Laurie  
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## 2022 PLC Dues

Keeping the Pacific Logging Congress running smoothly relies on the generous support from companies like yours. In January, you will be receiving a notice regarding 2022 dues. When you receive your notice, please take the time to renew. Simply go to the Members tab on the PLC website, click Membership, and log in. You will find your invoice waiting.

If you would rather have a hard copy sent to you, or have any issues, please email Diane Mettler at [diane@pacificloggingcongress.com](mailto:diane@pacificloggingcongress.com).

Your dues come with a number of benefits:

■ Fabulous networking opportunities. Our membership is composed of industry leaders from the greater Northwest to British Columbia and even New Zealand.



■ Scholarships and education. By supporting the PLC, you allow us to raise more than \$26,000 annually for scholarships awarded to future forestry leaders and to support our exceptional educational programs.

■ Directory access. Your membership allows you full access to the PLC members directory.



■ Reduced rates. Members receive a reduced rate to PLC events. In 2022, members will receive discounted room rates at the Marriott at McDowell Mountains in Scottsdale, Arizona, as well as reduced airfare on Alaska Airlines.

■ Live Wood Show. Every four years, the PLC puts on a live wood show to help educate hundreds of students, as well as politicians, educators, and the public, about the benefits of the timber industry. The next show will be taking place in 2023 near Vale, Washington.

Thank you in advance for your support!



## PLC TO PARTICIPATE IN OLC'S FUTURE FORESTRY CAREER DAY

The PLC will have a booth at the 2nd annual Future Forestry Career Day at the Oregon Logging Conference (OLC), Friday, February 22, 10:00 a.m. to 2:00 p.m., in the livestock arena.

The program is aimed at high school students who may be contemplating a career outdoors or are just interested in learning about the forest industry. The OLC anticipates more than 800 high school students, teachers, and exhibitors will attend this event.

When students stop by the PLC booth, they will receive information about our 2022-2023 scholarships as well as other takeaways.

If you would like to volunteer at the booth, please contact Diane Mettler at [diane@pacificloggingcongress.com](mailto:diane@pacificloggingcongress.com) or by texting 253-777-8077.



# A Look Ahead to 2022

Mark your calendars for two great events planned for next year.

## President's Meeting (open to directors)

The President's Meeting will be held July 18-20, 2022, at the Amara Resort in Sedona, Arizona. It's a beautiful resort tucked down next to Oak Creek. There is a variety of shopping nearby as well as first class restaurants.

President Tom Holl is already planning a fun excursion — a trip to a logging operation up near Flagstaff.

## Annual Congress

The annual congress will be held November 6-10, 2022, in Scottsdale, Arizona, at the Marriott at McDowell Mountains. You will enjoy a variety of topical speakers, great networking events, and a fun and relaxing outing. It is still in the planning stages, but stay tuned for the announcement of details.

As more information about both events becomes available, they will be posted on the PLC website. We look forward to seeing you!



## SHOP PLC FOR CHRISTMAS

Are you looking for something to give that person who has everything? Well, search no longer. Visit the Pacific Logging Congress online store, [www.pacificloggingcongress.org/shop](http://www.pacificloggingcongress.org/shop), where you will find a wide variety of PLC logo items — tote bags, hats, mugs, hoodies, and more.

All profits support the PLC and its mission to provide sound technical education about the forest industry.

Thank you for your support and have a wonderful holiday!





## Talking Timber PODCAST

In 2020, the Pacific Forest Foundation (PFF) launched the Talking Timber podcast. The idea was to reach a younger audience with information and options in the forest industry — from firefighting to Lidar and everything in between.

The extremely successful podcast hit nearly 9,000 downloads and was one of the top 10 industry podcasts. If you haven't had a chance to check it out, go to [www.pacificloggingcongress.org/podcast](http://www.pacificloggingcongress.org/podcast) and have a listen.

The Board of Directors has decided to continue forward with the podcast. And we want to include some great interviews for the 2022 season — including our own PLC directors.

The process is easy. Diane Mettler creates some questions up front. You have a fun, casual conversation via Zoom — no video, just talking — to give a personal perspective on the industry and discuss opportunities for the next generations. The audio recording is then edited — all the “ums” and “ahs” removed so that everyone sounds great — and up it goes onto the website.

If you would like to participate in the podcast, or have recommendations, please contact Diane at [diane@pacificloggingcongress.com](mailto:diane@pacificloggingcongress.com).

Thank you in advance for helping make this a great educational tool for the industry!

# A Little About 2022 PLC President TOM HOLL

Most of you are probably already familiar with our new 2022 president, Tom Holl. If you haven't yet gotten the chance to meet him, here's an introduction.

Thomas Holl is a sixth-generation logger, but you may not know that he started out his career in Southern California as a mechanic on B-2 Stealth Bombers.

A few years before Holl started working as a mechanic, his dad, Dale Holl, retired from Pinetop Logging and started his own company — Canyon Creek Logging in Arizona. In the early 90s, when the aerospace industry was

taking a turn, Tom returned home. He got his commercial driver's license (CDL) and drove truck for his dad. One year later, Tom had started up Timberline Transport. “I bought three more trucks and was in business primarily hauling for my dad and other loggers in the area.”

In 2000, Holl's parents decided they wanted to retire and take their motorhome on the open road. Holl made the decision to buy them out.

And the rest, they say, is history. Today Tom's outfit logs primarily federal and tribal land. He enjoys a great life with wife Nury and is looking forward to being your 113th PLC President.



# OTHER CONFERENCE NEWS



## Sierra-Cascade Logging Conference Seeks Executive Director

The Sierra-Cascade Logging Conference (SCLC) is seeking an Executive Director.

The Executive Director acts as the key management leader of the Sierra-Cascade Logging Conference and will report to the SCLC President while working at the direction of the Executive Committee and Board of Directors.

This position requires a commitment of an estimated 800-1000 hours of work per year, with the bulk of the time spent from October through February preparing for and implementing the annual conference.

The position is located in or around Shasta County, California; however, some travel to other locations is required. The Executive Director will provide their own office space.

The duties of the Executive Director will commence on or about March 1, 2022, with a probationary period until August 1, 2022. An annual contract will be from August 1 through July 31, subject to renewal by the SCLC Board of Directors.

Applicants should send a cover letter and resume to [sclexpo@att.net](mailto:sclexpo@att.net) by 4:00 p.m., Friday, January 14, 2022. The cover letter should state the applicant's salary requirements and ability to start the position on or about March 1, 2022.



## Intermountain Logging Conference Set for April

Industry conferences are starting to get back on track after a rough couple of years. This includes the Intermountain Logging Conference, whose organizers are excited to be holding the 82nd annual conference April 6-8, 2022, at the Mirabeau Park Hotel & Convention Center. Expect an outdoor equipment display in addition to a wide variety of indoor exhibitors and exceptional speakers. Online registration will be opening soon at [www.intermountainlogging.org](http://www.intermountainlogging.org).



## Olympic Logging Conference – 75th Anniversary Conference in April

Due to the pandemic, the Olympic Logging Conference has had to postpone its 75th Anniversary not once . . . but twice. Now the OLC looks forward to celebrating big this year, April 27-29, 2022, at the Empress Hotel in Victoria, British Columbia.

Plan to attend, bring your memories, and share your thoughts about the future. You can reserve your room soon by going to the website, [www.olympicloggingconference.com](http://www.olympicloggingconference.com).



## Blake Manley Selected as Keynote Speaker for OLC

Fourth-generation logger. Forestry and Natural Resources teacher at Sweet Home High School. Creator of “Manley Jobs,” the career video series that is getting our younger generation interested in logging and other natural resource careers.

That is the description of Blake Manley, who will be the keynote speaker at the 84th Annual Oregon Logging Conference (OLC), February 24-26, 2022. Manley's selection “fits to a T” the OLC theme of Family, Friends and Forestry 2.0. Manley's family has a history in logging. In fact, this is his dad's 50th year in the logging industry. Manley also has a very special

connection with his students and has been bridging the gap between industry and schools throughout Oregon. With his creative ability to reach out to youth, he has been successfully encouraging students to pursue logging careers, which is spawning the next generation of natural resources workers.

“Forestry has given so much to me, that to not give back, I feel like I am robbing society, and there's not that many people doing this,” Manley said.

For more information, visit [www.oregonloggingconference.com](http://www.oregonloggingconference.com).