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THE TRUST TO CONSERVE NORTHEAST FORESTLANDS

The Cutting Edge

TCNF to lead national promotion for Master Logger Certification program

AUGUSTA, ME – The American Logger's Council (ALC) has announced that the Maine-based Trust to Conserve Northeast Forestlands (TCNF) will lead a national effort to promote the Master Logger Certification© program.

During the ALC's Summer Board of Directors Meeting in Opelika, Alabama on July 29, members of the ALC voted to move forward with a proposal submitted by the TCNF and the Professional Logging Contractors of Maine (PLC) to revitalize and promote the program.

"Loggers have been leading the way in point of harvest certification, and we want the partners in the industry and the general public to know that Master Loggers go above and beyond and that their practices are verifiable by third-party auditing processes," TCNF Executive Director Ted Wright, said. "Practices that go above and beyond should be recognized and loggers will benefit from the recognition."

Master Logger is well-known in the forest products industry as a rigorous certification which can only be earned by loggers who are harvesting professionally and sustainably, and adhering to the highest standards of conduct. While it may be generally unknown to the public, landowners large and small are increasingly seeking Master Loggers for harvests on their property, and many end-users of wood are also seeking its assurances that the wood they are buying is being harvested sustainably and responsibly.

In the Northeast where the program

originated and is quite robust, it operates under the Trust to Conserve Northeast Forestlands, a 501(c)3 organization formed by the PLC in 2003 to administer the program with the broader goal of "enhancing the health of working forest ecosystems through exceptional accountability" throughout the Northern Forest region.

The decision to have the TCNF lead the effort to revitalize and promote it is

a practical one given that its roots are in Maine: In 2000, the PLC created the Northeast Master Logger Certification

Program - the world's first 3rd party independent certification program for timber harvesters using standards cross-referenced to all the world's major green certification systems. The program was recognized and adopted by the ALC that year, and since then many states have approved templates for implementation of it. It has gained international attention and been adopted in other nations, and was awarded the first in the world SMARTLOGGING Certificate through the Rainforest Alliance.

Long-time PLC Member, Master Logger, and TCNF Board Member Andy Irish was one of those who helped create the program. He attended the July 29 ALC meeting, where he pointed to the benefits of a strong branding effort for Master Logger like that which established Angus beef as a premium brand, so that customers recognize Master Logger as a premium product and know what they are getting when they



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Certification



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Hello Northeast Master Logger Companies!



Hello everyone,

As fall begins to turn toward winter, much of the Northeast remains abnormally dry, but we know it won't be long before mud and snow returns, and loggers are beginning to plan where they will harvest and the logistics of it all.

Here at the Northeast Master Logger

Certification Program, planning is also underway and I have some good news to share with you.

The American Logger's Council (ALC) has asked the Northeast Master Logger program to become the coordinator of the Master Logger Program nationwide. By choosing our program, this sends a message that the hard-work, commitment and professionalism of each and every Master Logger company and their employees in the Northeast has been recognized. You should all be proud of this distinction.

The next steps of this promotion are being planned now and you can read more about the decision on page 1 of this newsletter, but in the meantime, rest assured that your hard work has not gone unnoticed. Master Loggers lead the way in our industry, and now our own Master Logger program will lead the way for the others.

As we look down the road to the future my goal is to bring more attention to the good work you are doing. We are telling our story, and people are starting to listen. This is good for your companies, and it is good for our industry.

Please reach out to me with any questions, concerns, or thoughts you may have at 207-532-8721. I look forward to hearing from you.

Keep up the good work.



Ted Wright, Executive Director
Northeast Master Logger Program
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NEW OPPORTUNITY: Forest Products Group Trust

There is a new insurance opportunity for Maine Master Loggers: The Trust to Conserve Northeast Forestlands (TCNF) has partnered with the Forest Products Group Trust (FPGT) to offer eligible Master Loggers the chance to join a Workers' Compensation Self Insurance Group.

As a Master Logger, you want a workers' compensation partner that not only understands your business but also shares your philosophy of reducing risk to keep your employees safe and increase your profitability. The FPGT does this by attracting members who are serious about safety and committed to creating a strong loss prevention culture in their companies.

For more information contact Jeff Lewis at 1-800-698-3267 ext. 1012 or wlewis@crossagency.com

The Forest Products Group Trust (FPGT) was formed in 1993 to address an urgent need for quality, affordable workers' compensation insurance for those in the forest products industry at a time when Maine had no good options for such insurance. Today, the Trust is going strong and continues to provide safety and financial rewards to its members.



Keeping the integrity of the Master Logger program intact is critical to the program and to your businesses. As Master Loggers you are well qualified to evaluate whether conduct you witness by another contractor is upholding our standards. If you witness conduct by a Master Logger that is not meeting those standards, please use the Master Logger hotline at 1-888-300-6614 to report it.

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Inspired by life

Master Logger Outreach: If we don't tell our story, who will?



Master Loggers continue to lead the way in outreach efforts to the public through active harvest demonstrations and tours, and this summer and fall have been a busy one for our group. Great job everyone, keep on telling our story! Photos, clockwise from top left: **Trees Ltd.** at Maine Farm Days in Clinton, ME; **Madden Sustainable Forestry** at an active harvest tour in Castine, ME; **Grady Forest Products** at an active harvest tour with Maine Woodland Owners in Bristol, ME; **GCA Logging Inc.** at a harvest tour at the Rangeley Lakes Heritage Trust in Rangeley, ME; and **Chaplin Logging Inc.** at an active harvest in Bridgton, ME.



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see that name. He also praised the strong ALC support for having the national effort be led by TCNF and PLC.

"I think now is the time and I know it's going to work," Irish said. "We made a world-renowned program, it's finally started to take root, it's come back home and now we're going to grow the program."

The ALC's national Master Logger Certification© program template is built on seven areas of responsibility that meet the performance

standards of the program, but allow each state participant to tailor their program based on existing state regulations and forest practices acts.

Under the proposal submitted by the TCNF and PLC, the first year of the effort to revitalize and promote Master Logger will include organizing and meeting with subcommittee members, standardizing the branding and marketing of the program, and providing technical support and outreach to states.

Master Logger Spotlight - Treeline Inc.

LINCOLN, ME - Brian Souers cut his first load of wood on a 35-acre lot in Grand Falls Plantation in 1980, one man with a chainsaw, the same way many logging companies have started out over the years.

Thirty-seven years later, his Master Logger company, Treeline Inc., is one of the largest logging contractors in Maine and has diversified into harvesting, trucking, chipping, road and bridge construction, sawmilling rough lumber and specialty timbers, recreational land sales and development, site work, retail distribution and wholesaling of culverts, a service center for trucks and heavy equipment, to name only a few. It has more than 60 full-time employees on the payroll even in a tough logging economy, and more than 100 pieces of equipment. Add in several facilities and properties, and it is a company with a big impact and footprint in the local economy.

Yet Brian is apt to laugh if you suggest he's been successful. He says that depends on how you define success, and if being busy all day every day is success, then he has achieved it.

Originally from a small town in New York, Brian grew up loving the woods and became a trained forester who worked for three years for International Paper in the late 1970s before becoming a logger.

A born entrepreneur, his small start in logging didn't stay small for long. Even today he is constantly looking for new opportunities in forest-related businesses, taking an idea and running with it. Some of the latest additions to Treeline's products and services lineup include building recreational camps, barns and sheds in Lincoln on-site and delivering them to customers; producing hemlock timbers and curbing; and turning out a growing variety of cedar products.

Treeline was an early member of the Professional Logging Contractors (PLC) of Maine when that group formed in 1995, and subsequently Brian was closely involved in the creation of the Master Logger program by PLC. Treeline Inc. became Master Logger certified in 2002.

Over the years as Treeline grew, Brian's awareness that he needed to do more than simply run a business grew as well. His business philosophy became as much about building people as it did about building revenue and customers. He also came to realize that if you are a logger today, you need to get involved on behalf of the industry.

Brian credits other good logging contractors and families in the area with teaching him that part. He was

fortunate enough to be exposed early in his career to industry movers and shakers, particularly his long-time friend Cheryl Russell and the Hanington family.

"I give Cheryl a lot of credit. I was fortunate enough to associate with people that influenced me in the right way," Brian said. "I would say to any logger, especially young loggers, find a way to associate with people and organizations who can influence you in the right way."

Getting involved has taken Brian to the halls of the Maine Legislature to testify on behalf of legislation affecting loggers. It has prompted him to stand up at public hearings before hundreds to speak about issues affecting loggers. He has been President of the PLC.

Brian encourages loggers to participate not only in their state logging association, but in other organizations they might not immediately think of as logging-related, like the Forest Resources Association (FRA).

The need for loggers to speak and act on behalf of the industry is greater now than ever; the business has grown more challenging over the years, just as many other traditional industries in America have. It is a mature

industry that is hard to break into. Big changes in traditional timber land ownership have made logging less predictable than it once was, and there is a long list of other changes in technology and other areas that make it more complex and full of risk.

Master Loggers are faced with the same challenges as other loggers, but they are also well equipped to lead the way in improving the industry and fighting for its future. That starts in their own companies.

Brian is quick to say Treeline is not the only company that does it, but building the employees and the Treeline community has been a cornerstone of his business for decades. Events involving the entire company are part of the annual schedule, and weekend company getaways have long been standard. On its 30th anniversary, Treeline took the entire company and families on a 7-day cruise.

"Whether you have 1 person working with you or 100, you want to be a people builder, and that's one thing that I've worked really hard on over the years," Brian said. "Making the right associations, getting involved, standing up, getting out of your comfort zone, and building your people, there's your formula to be a Leader, a Master Logger."

