

FOR IMMEDIATE RELEASE:

Truck Loggers Association Appoints Dwight Yochim New Executive Director

Vancouver, BC (August 28, 2012) – The Truck Loggers Association is pleased to announce the appointment of Dwight Yochim, RPF as new Executive Director, effective September 1, 2012.



“As the coastal logging sector emerges from perhaps the greatest recession in the 70 year history of the TLA, the importance of leadership in the form of a steady hand and a visionary may never have been so important” said Bill Markvoort, President of the TLA. “Although change may be the only constant these

days, adapting to change is critical and strong leadership is key. It is therefore fitting that Dwight Yochim - an industry veteran, a hands-on forester and a community leader, should take on the leadership of our association”.

Prior to joining the TLA, Dwight served as National Director of the US WoodWorks program, a joint initiative of the Canadian and US industry to increase the use of wood in non-residential construction. Due in large part to Dwight’s leadership, the program demonstrated that significant market growth for wood is achievable. His previous positions have included Director of Professional Practice and Forest Stewardship for the Association of BC Forest Professionals, Provincial Coordinator for UBC’s Forestry Continuing Studies Network

and prior to that, spent twelve years involved in all aspects of forestry and harvesting with Metro Vancouver.

Yochim has a long history of leadership at the community level and is currently volunteer Search and Rescue Manager with the Coquitlam Search and Rescue Team. A BCIT graduate, he completed the requirements to become a Register Professional Forester in 1996.

“It’s an important time for the TLA”, said Yochim, “I will take guidance from the association’s basic beliefs and principles that have ensured we stay relevant and focused on the issues that are important for our members. This includes ensuring loggers are paid for their work undertaken, that they have access to affordable benefit coverage, and that forest policy (such as log exports) do not favour buyers over sellers.”

“On behalf of the board of directors please join me in welcoming Dwight Yochim to the TLA”, said Markvoort. “At the same time, I would like to thank Dave Lewis for excellent representation over the past five years. Being the Executive Director is a tough job, and despite economic challenges, Dave worked hard to keep us healthy, vibrant and a force to be reckoned with in the province”.

About the TLA – The Truck Loggers Association is the official voice of more than 400 independent forest contractors and their suppliers operating on the coast of British Columbia. The TLA promotes a thriving, sustainable forest industry in BC, and fosters communication and education within resource communities, urban centers and governments

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