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The NORTHERN LOGGER  
and TIMBER PROCESSOR

Organizers of  
The Northeastern Forest  
Products Equipment Expo  
May 11-12, 2012 • Essex Junction, VT

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## NELA NEWS

### FOR IMMEDIATE RELEASE

Photo accompanies the release

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### GLASSBORO, NEW JERSEY FORESTER AND FILM- MAKER ROBERT WILLIAMS HONORED FOR OUTSTANDING CONTRIBUTION TO FOREST INDUSTRY EDUCATION

South Burlington, Vermont – The Northeastern Loggers' Association (NELA) recently honored Glassboro, New Jersey Forester and film maker Robert Williams as the recipient of its 2011 Outstanding Contribution to Forest Industry Education Award. NELA President Peter Collins presented the award at the Annual Loggers' Banquet in South Burlington, VT in a ceremony attended by over 150 members of the Northeast's forest products industry.

During the awards presentation, Collins told the audience "I don't think there's anyone in our industry who has worked harder than our next award winner in getting the message out to the public that *forestry is good*. Robert Williams is a Certified Forester who has worked in forestry for more than thirty-five years. He understands the

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challenge our industry faces in communicating the good about our industry to the public.”

“In a recent interview, Bob said ‘I felt we needed a better mousetrap, a video that would tell the story of the people who own the forests, who work in the forests, and who study the forests.’ So he did it – he raised some money, hired a production company, and enlisted the help of Rolling Stone drummer and passionate tree farmer Chuck Leavell – and he produced the one-hour film - *A working forest: its future with fire, people and wildlife*. The film highlights the importance of forest management and the many aspects of our industry that are essential to successful forest stewardship. It includes interviews with landowners and forest experts from around the country. The film has reached tens of thousands of people across America, and the world. It has been featured by several major news outlets, and *A working forest* is now used by more than thirty colleges and technical schools across the country, and it’s had a nationwide impact in helping the general public understand the critical need for a viable forest industry to insure stewardship of our nation’s forest resource.”

Collins concluded “Bob Williams has undoubtedly made a difference, and it is for this that we’re pleased to present him with the award for Outstanding Contributions to Forest Industry Education.”

The Northeastern Loggers’ Association, headquartered in Old Forge, NY, is a trade group representing nearly 2,000 members of the Northeast’s logging, sawmilling, and paper industry. The Loggers’ Banquet is held each year immediately prior to the Northeastern Forest Products Equipment Exposition.

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(May 30, 2012)