



Roger Smith
R.L. Smith Logging

108th Pacific Logging Congress
The Scottsdale Plaza Resort
November 7, 2017



WHY?

What drove the development of this program?

- 🌲 Aging Workforce
- 🌲 Lack of Workers
- 🌲 Retention Problems
- 🌲 Exchange of Ideas
- 🌲 Lost Connection



WHAT?

What is Adopt a High School (AAHS)?



Purpose & Opportunity

A self-directed tool to aid:

-  Recruitment
-  Development
-  Retention

EDUCATORS

Reach out to local educators:

- 🔧 Administration
- 🔧 Coaches
- 🔧 Industrial / Vocational Arts
- 🔧 FFA / Logging Sports Team



AWARENESS



Create an awareness:

- 🔑 Your Business
- 🔑 Your Opportunities
- 🔑 Our Industry



EMPOWER THE CANDIDATE

Candidate self-help:

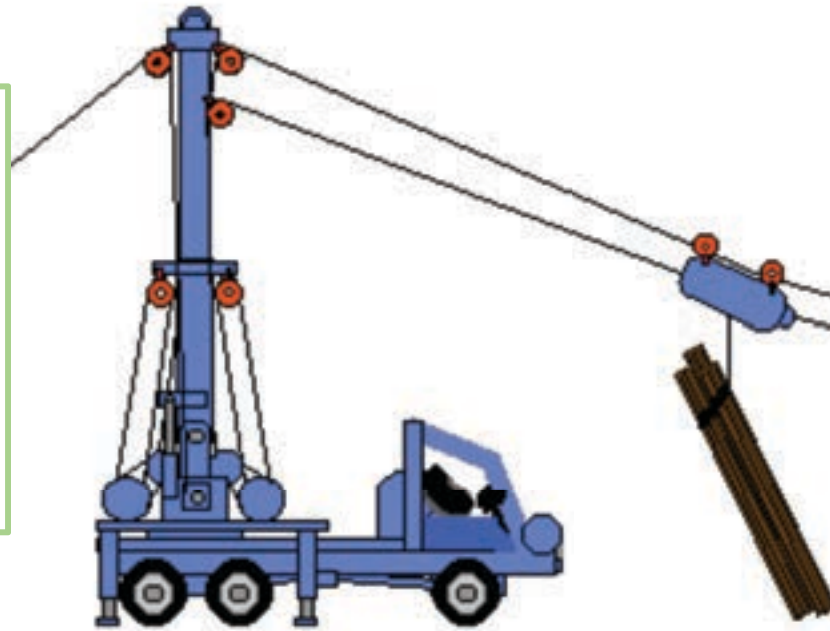
- 🔧 Build a skill set
- 🔧 Learn first aid / CPR
- 🔧 Develop a work ethic
- 🔧 Seek responsibility



EMPOWER THE CANDIDATE

Candidate self-help:

- 🔑 Geometry
- 🔑 English
- 🔑 Math & Accounting
- 🔑 Problem Solving & Teamwork



CREATE OPPORTUNITIES



See what you're buying:

- 🔧 Create part-time jobs
 - Sweeping your shop
 - Steam cleaning trucks or equipment
- 🔧 Create job shadow opportunities
- 🔧 Offer ride-along's with your truck drivers
- 🔧 Sponsor kids to spend a day with a forester
- 🔧 Mill Tours and Field Trips

Listen to their goals and ambitions



WIN-WIN-WIN

- Student
- High school
- Your business



CLASS  CAREER

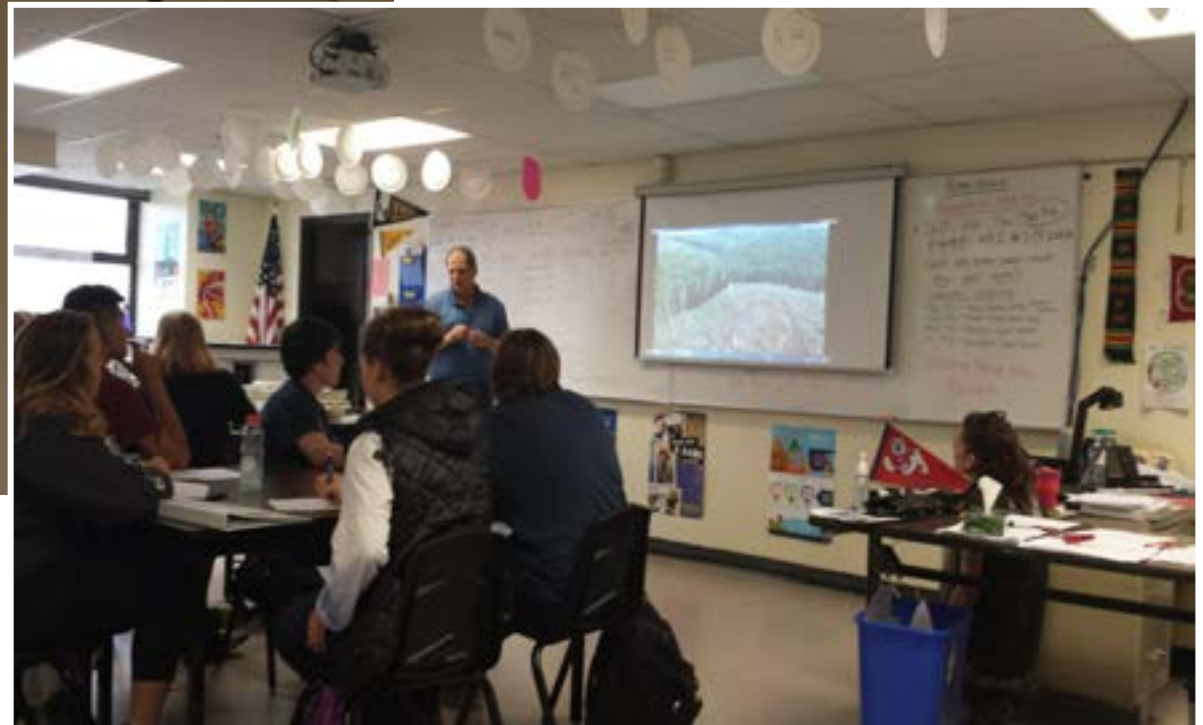
Soft-LAUNCH BEGAN



- (15) Contractors reviewed the program
- Monthly conference calls conducted to:
 - Identify hurdles
 - Share ideas
 - Discuss successes
 - Build confidence
- Deploy *Adopt a High School*



What I have been doing...



What I have been doing...



Career Logger 43 years



Career Loggers 39 and 36 years



Pride in our industry



- Feeling of Accomplishment when finishing a job.
- Seeing a job that was logged come back to life.
- Something you are involved in benefits so many.
- 3rd crop rotation.
- Sustainable forestry.
- No one cares about the environment as much as loggers do because if we can't grow trees, we don't have a job.

How much wood?



- Every person uses 4 pounds per day.
- Renewable resource unlike steel and concrete.
- Only energy needed is the free non polluting sun.
- Removes carbon dioxide from the air.
- Carbon dioxide becomes part of the wood and helps prevent global warming.

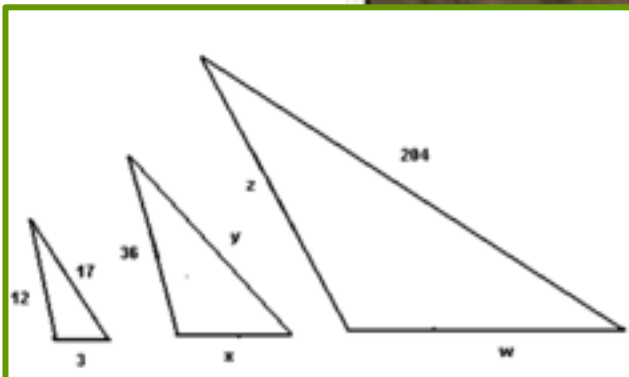
My Story

- 🌲 How I got started
- 🌲 Opportunities to start a business
- 🌲 Milestones



Helpful High School Classes

- 🌲 Geometry
- 🌲 English and Debate
- 🌲 Math
- 🌲 Problem Solving & Teamwork



What does it take?

- 🌲 Drug Free
- 🌲 Reliable
- 🌲 Physically Fit
- 🌲 Responsible
- 🌲 Driver's License



Career path



Teamwork, communication & safety



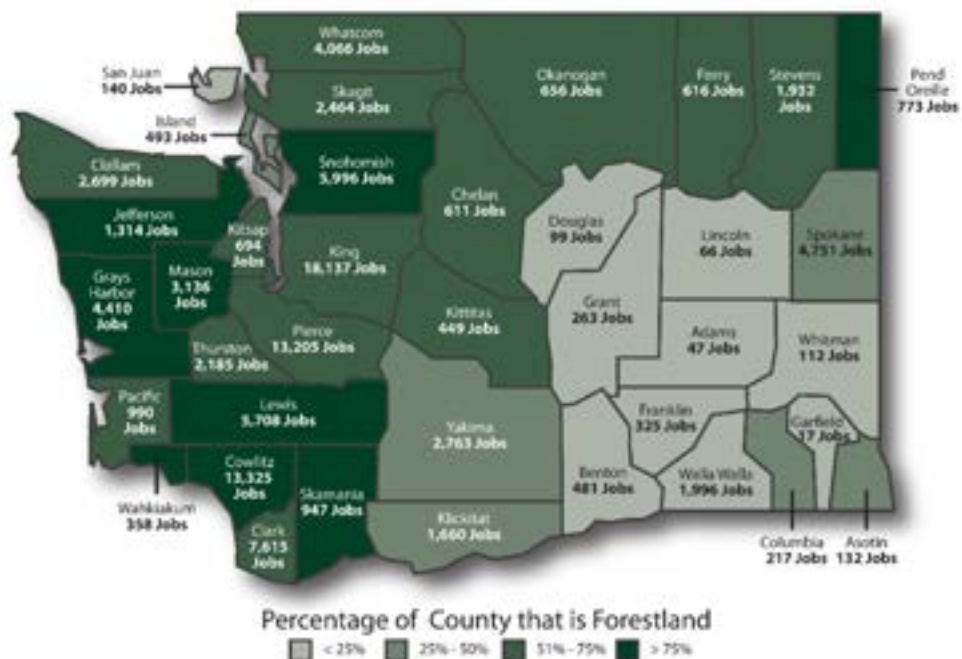
Opportunities



Succession plan



Our industry supports 105,848 WA jobs



Industry Sector	2014 Direct	2014 DII*
Forestry & Logging	5,718	9,709
Sawmills	13,942	38,166
Pulp & Paper mills	9,699	28,421
Furniture	4,906	8,718
Wholesaling	6,123	14,092
Ports	1,524	6,742
TOTAL	41,912	105,848

Direct, Indirect, & Induced Wages 2014

\$ 5,244,586,540

Direct

41,912

Indirect

37,965

Induced

25,971

Total Jobs

105,848

Grays Harbor County, WA



- 🌲 1,120,182 Total Forested Acres
- 🌲 767,095 Total Working Acres
- 🌲 353,087 Total Restricted Acres (leave areas, RMZ, etc)
- 🌲 1,778 Direct Jobs - 7% of jobs in the county
- 🌲 4,410 Total Jobs – 18% of jobs in county
- 🌲 \$238,420,590 Total Wages
- 🌲 \$ 12,364,197 Taxes and Fees paid
- 🌲 295,623 mbf
- 🌲 71,122 Population in Grays Harbor County
- 🌲 24,719 Working People
- 🌲 2,559 Unemployed People



On-line resources

www.pacificloggingcongress.org

www.pacificforestfoundation.org

<http://data.workingforests.org>

It Takes and Tree

This is My Office

websites have videos, job descriptions and job opportunities



Helping hand



- 🌲 We created a generic PowerPoint that if people wanted to, can insert their own photos into the presentation pages.
- 🌲 We also created a generic Word document that if people wanted to use, can customize to tell their own story about their company.
- 🌲 The goal was to make it easy

Lessons learned:

- 🌲 It is not always easy
- 🌲 Get students attention early
- 🌲 Field Trips
- 🌲 Drug free info



What's it going to take?

- 🌲 Entry level wages
- 🌲 Retention wages
- 🌲 Address trucking shortage




Next steps:



- 🌲 Booth at the FFA Logger Rodeo
- 🌲 Involvement in local CDL program
- 🌲 Attend county fairs and local job fairs



 **GRAYS HARBOR COLLEGE** www.ghc.edu


COMMERCIAL TRUCK DRIVING PROGRAM
GET YOUR CLASS "A" LICENSE IN 11 WEEKS

Qualified Veterans or Spouses, Reservists,
or National Guard Members May Receive Reduced Tuition

- CLASSES ARE MONDAY - FRIDAY
7:30 am – 12:30 pm
- CLASS AT SATSOP
DEVELOPMENT PARK (ELMA, WA)

For more information
or enrollment, call
360-538-4011

Grays Harbor College
1620 Edward P. Smith Drive
Aberdeen, WA 98520



What some others have also done:



🌲 Kari VanLeuven	Miller Timber	Wildfire Crews and Career Day
🌲 Area loggers	Sweet Home, OR	Simulators into forestry club classroom
🌲 Bob Danielson	Danielson Logging	Attending Careers Day & Hiring Students
🌲 Kirk Luoto	Cross & Crown	Critiqued the AAHS support materials
🌲 Jon Greenup	Greenup Enterprises	Made contact with the local school system
🌲 Larry Heesacker	A-1 Logging	Presenting at the local school
🌲 Jerry Brindle	Brindle Tech. Logging	Met with the Ag Class and landed a Helicopter at the high school

What some others are also doing:



Participate in an **Extreme Machines Event** in Longview:

The poster for the Extreme Machines Event is set against a background of a metal surface with rivets. At the top, there is a row of logos: FR FIVE RIVERS CONSTRUCTION INC., P.R. Motors, Inc., LOWER COLUMBIA CONTRACTORS ASSOCIATION, 811, United SITE SERVICES, PORT OF LONGVIEW, COWLITZ pudco, and a hot air balloon. The main title "EXTREME MACHINES" is in large, colorful, stylized letters. A yellow starburst says "FREE EVENT!". A yellow hard hat is on the right. A yellow box with a warning symbol says "First 500 kids get a free hardhat!". The event details are on a blue plate: "Sept 23, 10 AM-2 PM", "Cowlitz County Expo Center", "7th Ave parking field". A list of attractions is on the right: "Fire Trucks, Hot Air Balloon, Dump Trucks, Tractors, Buses, Cranes & Lifts, Logging Machines, Excavators, Monster Truck, Race Cars, SWAT Vehicle, Military Vehicles, Bulldozer, Steam Engine, and more!". At the bottom left, a yellow box shows a yellow bus and text: "Special Guests: the Oscar Mayer Weiniernobile and Mr. Peanut Nutmobile!". To the right of this is a yellow box showing a yellow and orange car.

FR FIVE RIVERS CONSTRUCTION INC.

EXTREME MACHINES

FREE EVENT!

First 500 kids get a free hardhat!

Sept 23, 10 AM-2 PM
Cowlitz County Expo Center
7th Ave parking field

Fire Trucks, Hot Air Balloon, Dump Trucks, Tractors, Buses, Cranes & Lifts, Logging Machines, Excavators, Monster Truck, Race Cars, SWAT Vehicle, Military Vehicles, Bulldozer, Steam Engine, and more!

Special Guests:
the Oscar Mayer Weiniernobile
and Mr. Peanut Nutmobile!

What some others are also doing:



- 🌲 C & C Logging
- 🌲 Summit Attachments
- 🌲 Weyerhaeuser



Supplier involvement



Ken Schirman
Tacoma, WA





And





Centralia College

Diesel Equipment Technology

Associate in Applied Science

- Typically a Two Year Program
- Diesel Equipment Program prepares students with technical knowledge and hands on skills for high demand careers.
- Combines in-class instruction and hands on training.

Bachelor in Applied Science

- Typically a Four Year Program
- One of four schools in the US with Bachelor degree in diesel technology.
- Ad's OEM training, failure analysis, oil analysis, shop management, advanced writing and math courses.





Centralia College And Triad Machinery

Advisory Board

- Made up of representatives from local dealerships, manufacturers and companies
- Three annual advisory meetings
- Provide valuable feedback to the college and meet with students in person

Triad Machinery Participation

- Paid Internships
- OEM Training
- Facility and end user tours
- Annual Presentation
- Advisory board participation
- Donate major components
- Work directly with instructors



Industry involvement



Joe Miller

Trinity River Lumber Company
Weaverville, CA





Caterpillar Dealer Service Technician Program



Portland Community College



Duane Doyle
San Leandro, CA



What is the Need?

- Growth and technology advancement
 - Over 350 models produced by Caterpillar
- Dealer challenges
 - Peterson has over 65 openings out of 485 current techs
 - Competition and retention of available workforce
 - Industry Recruitment
 - Some parents and teachers only promote 4 year college
 - Inconsistent college program results
 - Many high schools and JC's have cut funding for vocational programs



What is Think Big?

- Program built by Caterpillar and dealers to address growing technician shortage and skills gap
- West coast started 2002 at Delta College in Stockton CA and 2006 at Portland Community College
- Instruction with proprietary Cat material
- Program is fast-track entry into industry





Program Structure

- 2 Year Program
- 5 x 8 week semesters at local community college
 - Lab, class room, and on-line training
- 4 x 8 week OTJ paid training at Dealer shop
 - Mentor and Reinforce what is taught in class room
- Freshman & Sophomore classes rotate b/w dealer & school
- Peterson has 10 seats per session, class limit is approx. 40

<https://www.youtube.com/watch?v=vEUFovPU4Ck>



Where will we be in 5-10 years?



Conclusion



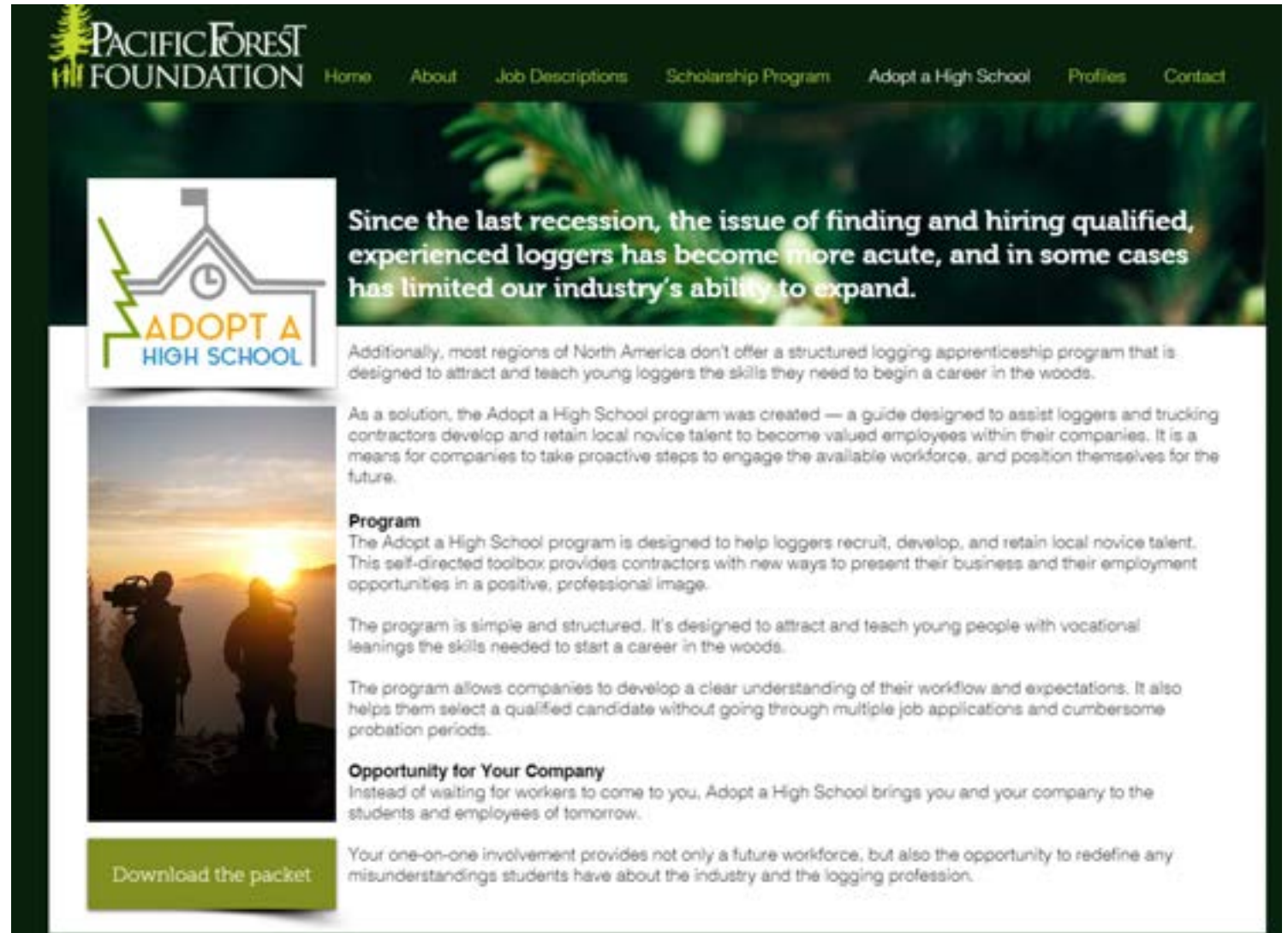
- Tell your story.
- Encourage students to make the decision to enter this great industry.
- What do we do with all of our knowledge.....We give back to the industry and mentor the younger people.

PFF / PLC Resources



Diane Mettler

Pacific Logging Congress
Pacific Forest Foundation
Executive Director
Eatonville, WA



The screenshot shows the Pacific Forest Foundation website. At the top is a navigation bar with links: Home, About, Job Descriptions, Scholarship Program, Adopt a High School, Profiles, and Contact. The main content area has a green background with a forest scene. On the left is a sidebar with the "ADOPT A HIGH SCHOOL" logo and a photo of two loggers silhouetted against a sunset. The main text area contains the following:

Since the last recession, the issue of finding and hiring qualified, experienced loggers has become more acute, and in some cases has limited our industry's ability to expand.

Additionally, most regions of North America don't offer a structured logging apprenticeship program that is designed to attract and teach young loggers the skills they need to begin a career in the woods.

As a solution, the Adopt a High School program was created — a guide designed to assist loggers and trucking contractors develop and retain local novice talent to become valued employees within their companies. It is a means for companies to take proactive steps to engage the available workforce, and position themselves for the future.

Program
The Adopt a High School program is designed to help loggers recruit, develop, and retain local novice talent. This self-directed toolbox provides contractors with new ways to present their business and their employment opportunities in a positive, professional image.

The program is simple and structured. It's designed to attract and teach young people with vocational leanings the skills needed to start a career in the woods.

The program allows companies to develop a clear understanding of their workflow and expectations. It also helps them select a qualified candidate without going through multiple job applications and cumbersome probation periods.

Opportunity for Your Company
Instead of waiting for workers to come to you, Adopt a High School brings you and your company to the students and employees of tomorrow.

Your one-on-one involvement provides not only a future workforce, but also the opportunity to redefine any misunderstandings students have about the industry and the logging profession.

At the bottom left of the main content area is a green button that says "Download the packet".

Thank You

Testimonial



Larry Heesacker

A-1 Logging
Yamhill, OR

