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AS WE SEE IT AUGUST 2025

If a Tree Falls in the Forest...

If a tree falls in the forest and no one is there to hear it, does it make a sound? Likewise, while the American Loggers Council is in D.C. influencing policy, driving the national dialogue, and engaging the Administration and Congress – but we don't share that story – did it really happen?

Washington is moving at a breakneck pace, and we are working with the most receptive Administration in years toward policies that strengthen forest management, fire mitigation, and domestic lumber production, and reduce forest products imports, putting America first. Our priorities are reflected in recent Executive Orders, policy changes, and open engagement.

In anticipation of the new Administration, the American Loggers Council preemptively prepared the Road Map to Recovery for the American Timber Industry to have a "Plan in Hand" for the new Administration. The ALC is now running full speed ahead on advancing the *Road Map to Recovery of the American Timber Industry* and many of the actions from the Administration reflect the plan laid out in *Road Map to Recovery*.

The ALC has prioritized its focus on D.C. by committing time, resources, and investment to aggressively advocate for the American timber industry. The American Loggers Council President, Mike Albrecht and his wife Vicki, along with the Executive Director, Scott Dane are spending 2-3 weeks per month in DC. This increased effort has been supported financially by the Associated California Loggers, and an apartment has been rented to reduce expenses. In order to leverage the opportunities, the ALC has also contracted with a lobbying firm, which has proven extremely effective in opening many doors and remaining abreast of evolving issues.

Just as a tree does not make a forest, organizations representing the timber and forest products industries cannot afford to stand alone. Otherwise, they will fail (fall) and not make a noise. Trees are stronger in a forest where they support each other.



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The second priority of the American Loggers Council 2025 Strategic Plan is Coalition Building. We have partnered with the American Biomass Energy Association, the Forest Landowners Association, and the Softwood Lumber Coalition. Additionally, the American Loggers Council has broadened its membership to include Associate Members that include all sectors of the timber industry supply chain and ancillary interests.

Why must the timber and forest products industry come together and collaborate? Because the timber and forest products industries are intrinsically linked by a critical supply chain from the forest to the mill and are only as strong as the weakest link. In order to maximize the strength of each link we need to evolve and work together... Because the opposition to our industries are comprised of environmental organizations (31,466) with combined budgets exceeding \$28 billion and with 138,000 employees.

Separately we are Out-Organized, Out-Funded, and Out-Influenced



There are so many timber and forest products industry organizations and associations representing different sectors, and in some cases the same sector. They often are competing amongst themselves for membership and credit, but this distracts from the mission, the big picture – the sustainability of the industry. Without an industry, associations are not relevant or necessary.

There has never been a more urgent time, necessary opportunity, and a better political environment for industry associations to **evolve**. Separately, we have been like lone trees



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falling in the woods. While mills close and multi-generational logging businesses close, nobody hears the trees falling.

Evolution, or the Theory of Evolution, is often considered as being based on natural selection – survival of the fittest.

While evolution is often understood as a process of competition and "survival of the fittest," collaboration or cooperation also plays a critical and often underappreciated role in shaping the diversity and complexity of life on Earth.

Here's how collaboration and cooperation contribute to evolution:

Cooperation: Groups of organisms working together for mutual benefit can increase their chances of survival and reproduction. This can involve within-species cooperation, like pack hunting in wolves, or between-species cooperation, like the relationship between cleaner fish and larger fish.

Collaboration and cooperation are essential forces in evolution that drive the emergence of new traits, shapes ecosystems, and contribute to the overall diversity of life. It's not just about "survival of the fittest" through competition, but also about the ability of organisms (organizations) to work together for mutual benefit.

It is this element of evolution (collaboration and cooperation) that the American Loggers Council added to the 2025 Strategic Plan – Coalition Building. We are interdependent on one another, we need to begin working together, just as the evolutionary examples of cooperation noted earlier; together we can achieve Improved defense against predators. As an industry, if we are going to evolve, if we are going to survive, it will require evolutionary cooperation between diverse interests with common self-preservation goals and objectives.

Just as a single tree in the woods is stronger as part of a forest, so is the timber industry. Otherwise, the tree will fall in the forest, and nobody will even hear it.

Join ALC in protecting the forest products industry from harvest to production – become a member today. Learn more at <https://americanloggerscouncil.com/membership/> or contact Scott Dane, Executive Director at 202-627-6961 and executivedirector@americanloggerscouncil.com.