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****PRESS RELEASE****

DOUGLAS TIMBER OPERATORS PRESENTS “TOUGH TREE” AWARD

Roseburg, Ore.— At DTO’s annual Christmas social event this Tuesday evening, the organization recognized Art Adams of Nordic Veneer for his unique, long-standing service to the local community and the management of our forests.

The “Tough Tree Award” is DTO’s highest recognition of individuals “for efforts above and beyond the call of duty for the forest products industry, timber workers, and natural resource dependent communities.”

Preceding the award presentation, attendees watched a June 2005 video interview of Adams conducted by Rod Greene for the Douglas County Museum. In the interview, Adams recounted the origin of Nordic Veneer and the importance of the timber industry in Douglas County:

“You’re part of a community. You employ people. You’re working with people every day. There’s a common thread [in our industry] of family, community, way of life, giving back to the community.”

Rod Greene (retired logging manager for Sun Studs in Roseburg) said:

“What a unique thing we've had in Douglas County, that our industry leaders cared about our communities. It's people who live here and invested in their people. These individuals invested in our hospitals and our community cancer centers and, in our libraries, and our schools, and our health care systems. Art -- I think of how you and your wife contributed to this community... congratulations, my friend.”

The Tough Tree Award was presented to Adams by his son (JR Adams) and grandson (Bayley Adams). Upon receiving the award, Adams said:

“We've seen a lot of things, mills on every street corner, log trucks everywhere. There's always going be transition, and nothing's forever. Our industry has had a tough couple of years. But we’re very resilient, very much perseverant.”

DTO Executive Director Matt Hill said of Adams: “There is no one more deserving of this award than Art Adams. We thank you for your service, and for your family’s ongoing commitment to this industry and community.”

Nordic Veneer is a family-owned and operated business originating in Douglas County in 1954.

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Keller Lumber
Nordic Veneer
Oregon Overseas Timber Co.
Roseburg Forest Products
Sierra Pacific Industries
Southport Forest Products
Starfire Lumber Co.
Swanson Group
Weyerhaeuser

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