

Press Release

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California Forestry Association Hires Former Assembly Member Rich Gordon as New President and CEO

SACRAMENTO, Calif. — California Forestry Association (Calforests) Chairman Arne Hultgren announced today that former Assemblyman Rich Gordon has been named its new President and CEO, effective July 17, 2017.

“We’ve worked with Rich for years and are pleased to have him join our Association. We’re confident his leadership and policy experience will continue to create great policy results for California and for our membership,” said Chairman Hultgren.

Gordon brings more than 20 years of public service experience to Calforests — having most recently completed three terms in the State Assembly, where he served in leadership and successfully carried legislation supporting sustainable forestry. He also served as a member of the San Mateo County Board of Supervisors, during which time he sat on the Board of Directors of the California State Association of Counties (CSAC). Gordon was president of CSAC in 2008. He has extensive nonprofit experience and was the founder of Youth and Family Assistance, an agency in San Mateo County serving at-risk youth.

As President and CEO of Calforests, Gordon will be replacing retiring President David Bischel, and will be responsible for providing leadership and strategic direction for the Association. In this capacity, Gordon will represent more than 4 million acres of private and family-owned forests; 95 percent of the State’s forest product manufacturers; producers of renewable biomass energy; and, forestry-related professionals.

“Healthy forests are crucial to the sustainability of our planet. It is an honor to have been chosen to lead an industry association that plays a key role in California’s environment and economy,” said Gordon. “I look forward to working on behalf of Calforests for the benefit of all Californians.”

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The California Forestry Association (Calforests) is a non-profit trade association representing California's forest owners and forest products producers. We are dedicated to the conservation of our forest resources, assuring an adequate and sustainable supply of forest products at an affordable cost, while enhancing forest health and safety.