



**Joint Institute for Wood Products Innovation Advisory Council Members
for Reappointment
March 2025**

George Gentry, California Forestry Association

George Gentry is the Senior Vice President of the California Forestry Association (Calforests). Prior to working for Calforests he served for over 13 years as the Executive Officer for the Board of Forestry and Fire Protection. George has been a Registered Professional Forester since 1985 and has extensive experience in forest operations and appraisal as well as a long time involvement in California forest policy. He currently volunteers his expertise on the Wildfire and Forest Resilience Task Force.

Suzanne Kim, Motivate Capital

Suzanne is a CFA Charterholder with over two decades of experience in public policy, finance, architecture, commercial real estate, forestry and environmental finance, and public policy. She is currently a managing partner for Motivate Capital and is responsible for strategy, financial modeling, and research and analysis. Her present affiliations include the US EPA's Environmental Financial Advisory Board and Town of Tiburon's Design Review Board.

Heather Strong, WoodWorks

Heather is a licensed Professional Engineer in California. Prior to joining WoodWorks, she spent 13 years working in the wood industry with a focus on the use of wood in commercial applications. She has led teams in both the areas of design and technical support. Heather leads the Technical Solutions Team for WoodWorks. WoodWorks provides free project assistance as well as education and resources related to the design of non-residential and multifamily wood buildings.

Larry Swan, USFS Pacific Southwest Region, Retired

Larry is a Registered Professional Forester who has focused most of the last 33 years on forestry and wood/biomass utilization issues and opportunities. Until his retirement in December 2022, he managed the USFS California Wood Innovations Grant Program, which included over 70 distinct projects and over \$42 million of federal government investment and about twice that in private investment. He provided forest products consultations and technical assistance to government agencies, non-profits, and businesses in 10 western states, Hawaii, 3 US Territories, 6 Latin American countries, and 4 European countries. Larry was awarded the Society of American Foresters' National Technology Transfer Award in 2022.