

# PATHWAYS WORKSHOP

## WORKFORCE DEVELOPMENT AND COMMUNICATIONS

**This afternoon workshop will bring together diverse forest sector stakeholders for sessions and activities highlighting strategies to improve regional workforce efforts.**

The event will also host Oregon Forests Forever new VR experience. Participants are encouraged to check out this innovative forestry communications and outreach tool.

## AGENDA

- IN PERSON
- REGISTRATION FEE IS \$40
- INCLUDES EVENING SOCIAL

**1:00pm Opening remarks** – Blake Manley, Founder, Manley Jobs

**1:15pm *Why Your Company Is NOT for Everyone, and That's a Good Thing! How Story Helps You Find A-Players*** – Josh Law, CEO/Founder, Only Co.

**2:15pm *An Employer Focus on Workforce: How SPI Is Addressing the Talent Pipeline*** – Jacquelin Earley, Workforce Development Coordinator, Sierra Pacific Industries

**2:45pm Break & activity**

**3:15pm *What Are We Waiting for? Entry-level Logger Training for the Greater Northwest*** – Blake Manley, Manley Jobs

**4:00pm *Creating Space and Opportunity for Marginalized Communities in the Forest Sector*** – Rashad Norris, Founder/Executive Director, Relevant Engagement

**5:00pm Wrap-up**

**5:30pm Multi-event social** with Mapping the Course and Business of Forest Products attendees

**Tuesday, January 21st 1-5:30pm**  
**World Forestry Center, Portland, OR**



**REGISTER AT [WWW.WESTERNFORESTRY.ORG](http://WWW.WESTERNFORESTRY.ORG)**

# SPEAKER BIOS



**Blake Manley** is a 4th generation logger turned educator. He is the founder of Manley Jobs, a YouTube series focusing on timber jobs and natural resources occupations not normally seen in the every day classroom. He has worked as a high school educator and as the workforce development program manager at the University of Idaho. Blake currently sits on the Future Natural Resource Leaders Board of Directors and is developing entry-level logger programming for the West.

**Josh Law** is the driven founder of Only Co., a business building company that specializes in solving workforce challenges for industrial businesses. A proud alumni of the University of Wyoming, Josh carries a lifelong commitment to excellence and curiosity with a life motto and company value of Cool People, Cool Projects. Josh is co-founder of We The Forest whose mission is to transform forest management through storytelling. Josh lives in Sheridan, Wyoming with his wife Danielle and their three boys: Hank, Brady, and Sheridan. An active member in his community, Josh serves on various boards and initiatives, constantly seeking ways to invest in the people and place he loves. Awarded Business Person of the Year in 2018, Josh continues to lead and inspire, balancing his professional life with his love for skiing and quality time with family.



**Jacquelin Earley** serves as the Workforce Development Coordinator at Sierra Pacific Industries, a third-generation, family-owned forest products company. She is a graduate from Washington State University with a focus on Management, Marketing, and Human Resources. Jacquelin is an active member in several community organizations, including the South Sound Council, PacMtn Workforce Development Council Board of Directors, Capital STEM Alliance, AJAC/AMJTC Board of Directors.

**Rashad Norris** spent 14 years as the Director of Community Engagement at Highline College, where he traveled to elementary schools, middle schools, high schools, community centers, libraries, and educational conferences to speak with youth and young adults about the importance of higher education. He now works full-time as a youth engagement consultant and founder of Relevant Engagement LLC and H.E.R.O. (Honor Education & Respect Others) mentoring program. He has extensive experience working with young adults from diverse backgrounds, including the justice-involved and young men and women of color. These programs allow him to empower, inspire, motivate, and mentor youth in local high schools and middle schools. H.E.R.O. specifically focuses on teaching youth life skills that will help them become more confident in their abilities and navigate today's stressful environments.

