

GENE COLLINS LOGGER ACTIVIST AWARD

ARLEDGE LOGGING & TIMBER, INC. NORMAN ARLEDGE LANDRUM, SC

The 2008 Gene Collins Logger Activist Award was proudly presented to Norman Arledge, Arledge Logging & Timber, Inc., wife Audrey and their company at the 2009 Annual Meeting for their sincere commitment in their advocacy for professional timber harvesting as well as their participation in association, community and industry activities, sustainable forestry practices, education, and positive promotion of a professional business contributing to their community.

Norman is conscientious about his business and profession, understands the value of relationships with customers, employees and industry, practices environmental stewardship and promotes a positive image about profession timber harvesting.

Norman says, "Being a professional is not just about harvesting timber. You have to exhibit your professional image in all phases of your business to enhance the public's trust in professional loggers."

Currently operating a conventional crew in the Greenville/Spartanburg area, Norman purchases timber from private landowners as well as obtaining timber from land clearers he knows. Products are delivered to local SC and NC markets as well as companies such as AbitibiBowater, Capps Brothers and Georgia Pacific.

Norman states, "I push safety as much as I do production because we're family. My motto is we come to work so we can live."

Knowing several buddies in the land clearing and excavating business, many of his jobs work ahead of clearing operations harvesting timber on development tracts both in urban and rural settings. He uses his professional job to harvest timber products that might otherwise go undelivered to markets.

Norman, wife Audrey, son Andy, brother Dennis and the crew make a great team. Audrey is a licensed real estate agent and assist Norman in administering the business. Dennis heads up the harvesting crew while Norman purchases timber from landowners and works on the crew. It's a family affair. Not just for family members, but the entire crew.

Always looking to improve and innovate, Norman saw a need in his area for locating a woodyard as an alternative market for local loggers. Using land he had previously purchased, he opened a woodyard in 2008 along I-26 in Landrum.

Nominated by Willie Norwood, Tidewater Equipment Company, and supported by loggers and others in the upstate, Willie says, "Norman has a passion for his industry. He is very professional. He displays a positive attitude about professional logging even during tough times. He has respect for the public and landowners and has gained their respect. He has helped many loggers in the upstate and is always promoting SCTPA."

In January 2004, Norman's crew, Dennis Arledge, Andy Arledge, Lester Hall and truck driver Mark Padillo were subjected to a shooting incident on their jobsite. Three masked, armed men, falsely claiming to be the FBI, appeared from the early morning darkness perhaps looking to kidnap or extort money from Norman and Dennis and bound the three crewmen and shot Mark as he was driving onto the jobsite. Fortunately Dennis, Lester and Andy were unhurt and Mark recovered from serious wounds. With the help of CrimeStoppers the three men were arrested and charged.

Norman has served on the SCTPA board since 2001. He is active in Upstate District 4, attending Easley district meetings and supports the American Loggers Council and Wood Supply Research Institute.

He and Audrey have been active in promoting sustainable forestry programs in upstate schools and with the public. They actively pursued and gained the approval of the Greenville County School District to have the book *My Little Corner of the World* approved as reading curriculum and placed in all elementary schools. To accomplish that they purchased fifty-six books, one for each school.

Norman has participated in upstate Log A Load For Kids campaigns. He promoted a load flag purchasing fund raising campaign for proceeds to be donated to the Greenville County Children's Hospital. He also participated with SCTPA in visiting an upstate elementary school to present our Sustainable Forestry and Professional Timber Harvesting Program. He partici-

pated in a SC Teachers Tour timber harvesting site visit in Newberry County.

A member of the Evergreen Foundation, SC Forestry Association, the local and national Chamber of Commerce, he served on the National Republican Congressional Committee's Business Advisory Council and was awarded the 2001 SC Businessman of the Year award in recognition of his council efforts to promote a pro-business agenda in Congress.

As an SFI Trained logger, Norman places emphasis on practicing sustainable harvesting practices. He understands the value of using Best Management Practices for water quality and environmental protection.



Audrey & Norman Arledge



He has been a strong advocate for SCTPA. He has recruited logger, dealer and timber manufacturer members in the upstate and North Carolina.

Norman believes promoting professional timber harvesting and the principles of sustainable forestry are important. He understands the responsibilities and importance associated with how professional loggers contribute to their local and state economies, how professional loggers must continue to be the best by working with landowners and wood receiving companies in cooperative partnerships, promoting and practicing sustainable forestry and educating the critical public to better understand timber harvesting is a professional industry concerned about our sustainable and renewable forest resources and our environment.

Norman Arledge is one professional logger who is taking a stand and making a difference in the logging industry. He says, "To me there are too many that still want to hide in the woods. But those days are over. You've got to promote yourself and tell people what you are doing."

As an association and industry leader with a sincere commitment to professional logging, sustainable forestry, community, family and the principles of outstanding business, SCTPA is proud Arledge Logging & Timber, Inc. is our 2008 Gene Collins Logger Activist Award recipient.

The South Carolina Timber Producers Association's Logger Activist Award recognizes a member who has demonstrated an exceptional desire to promote and represent the profession by actively participating in association state and district activities, promoting and participating in educational efforts, community action projects and association projects to positively promote timber harvesting's image, conducting business activities in the best interests of the timber harvesting profession to engender the public's trust by meeting and exceeding the American Loggers Council Loggers Code of Practices and has displayed a professional commitment to sustainable forestry practices.

SCTPA's Logger Activist Award was named in honor of Gene Collins of Gene Collins Logging, Inc, Georgetown, because of Gene's dedication to his profession, his unselfish endeavors to promote the integrity of the logging industry within his community, his volunteer work educating children, his use of business practices that engendered the public's trust and his support for professional timber harvesting and sustainable forestry.