



As We See It: Follow the Plan, Achieve the Goal



By Shannon Jarvis

As loggers we have a cutting plan whenever we're felling a tree. We know where we want the tree to fall. Sometimes it may not go perfectly as planned despite our best efforts. It might get hung in another tree, or it may go the wrong way completely. All sorts of things can and will happen. In the end, however, we focus on achieving the goal and we get the tree down.

Having a plan and achieving the goal is my approach to logging. This will also be my approach over the next year as President of the American Loggers Council.

My name is Shannon Jarvis. I am a 5th generation logger from the great state of Missouri, and I am my state's first certified Master Logger. I own and operate Jarvis Timber Company in Potosi, Missouri. I am a husband and a father of five. I am honored to have been chosen by my peers to serve as ALC president. I am grateful to follow in the footsteps of past presidents who have founded and grown the only national organization that's led by loggers for loggers, and I will seek to set an example for those who will follow after my term is complete in 2020.

My presidency will focus on executing ALC's "five year plan," with the goal of strengthening its status as a national organization and an influential voice in forestry and natural resources. The goals of our plan are to attract more individuals to the timber industry; improve public relations and views on the timber industry; and build the Master Logger program, promote it, and help recognize the loggers who are doing the right thing.

I never set out to become the leader of this amazing group of individuals. I joined 10 years ago at the request of my state organization because they were interested in implementing the Master Logger program from the ALC. Along the way, I was inspired by the many great leaders that have been associated with this organization. I found that their causes became my causes. The ALC is a unique assembly of many similar, and yet vastly different people. The concerns of the Western members are drastically different from those in the Deep South. The same could be said for every region that collectively gathers under the banner of "American Loggers Council".

As an organization with a wide variety of issues and interests, from tariffs to excessive environmental regulations and everything in between, my approach to the ALC Presidency will be to follow the plan and strive to find common ground. I will encourage each logger to walk a mile in their fellow loggers' boots, and try to see things from a different point of view other than their own.

No matter what challenges may arise, we will put our boots on, lace them up tight, and go to work together. Then when the time comes for us to step down from our roles and pass the torch to the younger generations, be able to look back and proudly say that we left it better than we found it. We executed the plan and "got the tree down," and as a result we positioned the logging industry for a great future.

Shannon Jarvis owns and operates Jarvis Timber Company in Potosi, Missouri, and serves as President of the American Loggers Council.

The American Loggers Council is an 501(c)(6) not for profit trade association representing professional timber harvesters throughout the United States. For more information please contact the American Loggers Council at 409-625-0206, or americanlogger@aol.com, or visit our website at www.amloggers.com.