



FEDERAL FOREST

RESOURCE COALITION

Hoover Named President of Federal Forest Resource Coalition:

December 11th, 2024: Washington, DC: Robert Hoover of California was named President of the Federal Forest Resource Coalition today.

“I’m honored to take on this role at a pivotal time for America’s National Forests,” Hoover said. “Our industry is positioned to help improve the health and resilience of our National Forests which will protect habitats, watersheds, and communities from wildfires, while creating jobs in rural America. Working with our Federal partners and the new Administration, we are ready to finally turn the corner on the forest health crisis afflicting these critically important lands.”

Hoover is Vice President for Resources at Sierra Pacific Industries, a third-generation, family-owned forest products company based in California. He began his career with Sierra Pacific cruising timber as a summer intern while working toward his forestry degree from Humboldt State University. Hoover joined SPI full-time in 2003 and has held a variety of positions including his most recent role as California Log Resources Manager and previous log procurement roles at SPI’s Lincoln and Burney sawmills in California. He is a California Registered Forester and is active with a number of industry associations including FFRC and the California Forestry Association.

“Mills that rely on the National Forests are under significant strain as timber outputs have declined,” said FFRC Executive Director Bill Imbergamo. “With Robert’s experience and knowledge, we’re poised to demonstrate that forest management is a net plus for our public forests. I look forward to his leadership and to producing results for our mills, our forests, and the American public.”

About the FFRC: FFRC is a national coalition of wood products companies, local governments, conservation groups united by concern for the National Forests. FFRC supports improving the management of the federal lands to support healthy forests and vibrant rural communities.



Federal Forest Resource Coalition

1901 Pennsylvania Ave., NW Suite 1007

Washington, DC 20006