

CWC Announces New Board Chair

OTTAWA, Ontario – June 26, 2023 – The Canadian Wood Council (CWC) announces the appointment of Kevin Pankratz to the role of Board Chair. Mr. Pankratz moves into the role from his previous position as Board Vice Chair.

The CWC's President and CEO, Rick Jeffrey, thanked the outgoing Chair, Jérôme Pelletier, for his valuable contributions to the organization during his tenure, and welcomed Mr. Pankratz to the role of Board Chair. "As Senior Vice President of Sales and Marketing at Canfor, and a representative of the BC Council of Forest Industries, Mr. Pankratz brings considerable expertise to this role. His extensive experience in our industry includes leadership roles in Asian and North American markets, supply chain optimization, and market development. We look forward to his guidance and stewardship as the new Chair of the CWC Board."

"I am honored to be the new Chair at the CWC," said Mr. Pankratz after the appointment. "I would like to thank Mr. Pelletier for his valuable contributions and leadership over the last three years. I look forward to working with the Council, my fellow board members, and member delegates to continue the important work of the CWC in advancing the use of wood within the built environment."

Founded in 1959, the Canadian Wood Council is Canada's unifying voice for the wood products industry. As a national federation of associations, the Council's 14 members represent hundreds of manufacturers across the country. For over 60 years, the CWC has supported its members by expanding market demand for wood products and championing responsible leadership through excellence in codes, standards, and regulations.

The CWC also disseminates technical knowledge to the construction sector through its market leading Wood *WORKS!* initiative, supporting building professionals in their pursuit of more sustainable construction practices. Through their comprehensive resources, training programs, and expertise, the CWC empowers building professionals with the knowledge and skills necessary to design and build with wood, helping reduce the carbon footprint of our built environment as we work toward a net-zero future.

-30-

Media Contact:

Sarah Hicks, Communications Manager, Canadian Wood Council | shicks@cwcc.ca