



Day 1 Agenda

Tuesday, March 3, 2026

9:00 am - 10:00 am Business, Voting Meeting & Board Meeting (Members Only)

10:00 am - 11:00 am Registration & Sponsors Exhibits

11:00 am - 12:00 pm Day 1 Keynote Address

- Forest Service Chief Tom Schultz

12:00 pm - 1:30 pm Lunch Buffet Service & Networking

1:30 pm - 2:30 pm The Pundit Perspective

- Steve Maviglio, President, Forza Communications
- Rob Stutzman, Founder and President of Stutzman Public Affairs

2:30 pm - 3:00 pm Break & Sponsors Exhibits

3:00 pm - 4:30 pm Legislative Panel

Kris Rosa, Rostrum, Principal (moderator)

- Senator Josh Becker
- Assemblymember Heather Hadwick

5:00 pm - 7:00 pm Reception & Networking



Day 2 Agenda

Wednesday, March 4, 2026

7:00 am - 8:00 am Breakfast Buffet Service & Sponsors Exhibits

8:00 am - 9:00 am CAL FIRE Technology, Research & Development supporting Wildfire Protection in California

Moderator: George YG Gentry, Senior Vice President

- Scott Gregory, Deputy Director Technology
- Jake Sjolund, Deputy Director, Fire Operations
- Eric Huff, Deputy Director, Resource Management

9:00 am - 9:45 am Break & Sponsors Exhibits

9:00 am - 9:45 am Optional Special Presentation and Demo: CAL FIRE FRAP

Introduction to the New Statewide Vegetation Burn Severity Viewer
(Maple Room – 2nd floor)

- Jamie Lydersen, Assessment and Planning Supervisor
- Rebecca Wayman, Vegetation Ecologist

9:45 am - 10:45 am Day 2 Keynote Address

- USDA Under Secretary Michael Boren

10:45 am - 11:30 am Economic Forecast on Wood Products, Housing & Beyond

- Chris Thornburg, Founding Partner
- Beacon Economics

11:30 am - 1:00 pm Lunch Buffet Service & Networking

1:00 pm - 2:00 pm California Public Private Innovation

Moderator: Liz Berger, Vice President Climate and Energy

- Galen Smith, Collins Company
- Sierra Pacific Industries
- Ty Fahey, Crane Mills Company
- Bryan Taylor, Corral Creek, LLC



2:00 pm - 3:00 pm

Legal Update

Moderator: George YG Gentry, Senior Vice President

- Tyler Welti, Venable LLP
- Chris Carr, Partner, Paul Hastings
- Josh Newton, Partner, Best Best and Krieger

2:00 pm - 3:00 pm

Student Event (by invitation only, Maple Room)

Event Coordinators : Christina Tsapouklis & Emily Guerra

3:00 pm - 3:45 pm

Break & Sponsors Exhibits

3:45 pm - 5:00 pm

New and Emerging Technologies & Innovations

Moderator: Matt Dias, President, CEO

- Max Rudsten, Chief Commercial Officer, Watch Duty
- BurnBot Update

5:00 pm - 6:00 pm

Revitalization Respite & Networking

6:00 pm - 8:00 pm

The Rendezvous

Optional event, additional ticket must be purchased

- Todd Morgan, University of Montana (Timber Product Output (TPO) Discussion
- Student Recognition