

**NAFA**



National  
Aboriginal  
Forestry  
Association

Association  
Nationale de  
Foresterie  
Autochtone

February 11, 2013

Greetings,

**RE: INTRODUCING GEOFF SCHIMMEL AND NAFA'S MARKET  
DEVELOPMENT SUPPORT INITIATIVE**

Across the country, Aboriginal communities are poised for a significant increase in their contribution to the ever changing forest sector. Within the sector, there is general consensus and expectations that First Nations, through their organizations and enterprises, will play key roles in ensuring forest sustainability, and will engage as full participants in the new forest economy. At the behest of First Nation forest companies, the National Aboriginal Forestry Association (NAFA) is initiating a market development process which will have as its primary goal to identify market opportunities and to promote Aboriginal forest products and services in both domestic and international markets. This initiative is most relevant to Aboriginal forest-based enterprises interested in gaining greater market exposure through strategic alliances, and working in collaboration with NAFA and other Aboriginal forest companies.

In order to support the pursuit of future opportunities for First Nation forest companies, it is important to first assess the present situation regarding forest resources and supply side issues and capabilities. To initiate and guide this process, we have welcomed Geoff Schimmel as the new Director of Strategic Market Development. With over twenty-five years' experience in forest operations and primary & secondary wood products marketing in the regional, domestic and offshore arenas, he is a passionate voice and champion for Aboriginal forest sector companies.

In the coming weeks we will be approaching your company with an invitation to participate in this initiative and to invite your input moving forward. Our approach in this process will be to build effective working relationships with companies such as yours based on your needs in the marketplace. Your willingness to engage in this process would be greatly appreciated as it will give the initiative added weight as we target and open new market opportunities.

We will be in touch. In the interim, please do not hesitate to contact our office at any time to discuss market related issues or opportunities.

Best regards,

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