

Sonoma County Biomass Business Competition

Local Innovation for Sustainable Forests & Growing Small Business



LEADING RESEARCHERS AND ELECTED OFFICIALS SEE THE PROMISE OF A THRIVING WOOD PRODUCT INDUSTRY IN CALIFORNIA - SONOMA COUNTY IS POISED TO BE A LEADER.

The Northern Sonoma County Air Pollution District (NoSoCoAir) is launching a Business Competition to turn wildfire risk in Sonoma County into an economic development opportunity. Through a county-wide collaboration of forest experts, business leaders and public officials, the Competition is looking to build a wood products industry in Sonoma from forest restoration projects by directly investing in entrepreneurs who can catalyze an untapped sector in California.

We are calling on local entrepreneurs, financial sponsors, and contributing experts and stakeholders, like you, to help grow the local economy by directly supporting the Competition.



Visit us at:
NoSoCoAir.Org

Opportunities a Wood Products Industry Offers

- Improve the economics of forest restoration
- Catalyze a new industry in the County
- Increase the opportunity for more forest restoration work which has the added benefits of wildfire risk reduction, improved air quality, and creating healthier and more aesthetic landscapes
- Grow the local economy with new jobs and community endeavors

Recurring and catastrophic wildfires endanger forest health, air quality, property and our health and safety. Building off the indomitable spirit of Sonoma County's Recovery and Resiliency Program, NoSoCoAir established its "Healthy Forests, Clean Air Initiative" in 2018 to connect with regional partners and to support innovative solutions to forest fuels management that also promote clean air quality.

The Competition is the product of over 20 diverse and experienced organizations to implement the Biomass Business Competition. The Competition will reflect the immense amount of State policy support to catalyze business development through proven non-merchantable woody-product solutions like SB 859's Wood Utilization Barriers team working under the State's Forest Management Task Force. The Competition has several organizations committing both cash for start-up capital and staff labor to facilitate the program through to completion.

LEADERSHIP TEAM

The Executive Committee will provide guidance to all phases of the Business Competition

- Ethan Brown, Director of Business Development and Innovation, **Sonoma County Economic Development Board**
- Tim Robards, Deputy Chief of Wood Products and Bioenergy, **CAL FIRE**
- Nathan Kinsey, Commercial Accounts Manager, **Sonoma Clean Power**
- Robert Bamford, Executive Officer, **Northern Sonoma County Air Pollution Control District**
- Christiana Darlington, CLERE Inc., General Counsel for **Northern Sonoma County Air Pollution Control District**
- Mary Cervantes, Director of **Napa-Sonoma Small Business Development Center**, with help from John Degaetano



COALITION OF SUPPORT

Forest Conservation Working Group
Sonoma RCD
Sonoma Biochar Initiative
Ag Innovations
Sonoma Water
UC Davis Cooperative Extension
Pepperwood Preserve
Rebuild NorthBay: Taking Action
Gold Ridge RCD