



BRUCE ANDERSON

**Chairman and Chief Executive Officer
Decima Inc.**

Mr. Anderson is one of Canada's leading opinion and market research specialists and communications advisors.

His work in this field began in 1983 when he joined Decima Research as a Consultant and left six years later as President, to become a founding partner of the Earncliffe Strategy Group, where he spent 15 years building a well-regarded research and communications consulting enterprise.

In October of 2004, Mr. Anderson was appointed Chairman and CEO of Decima Inc., which operates Opinion Search (one of North America's largest data collection businesses), Decima Reports (a publisher of trade journals) and Decima Research, Canada's fastest growing full service market and opinion research companies.

He has nearly two decades of experience in tackling public affairs strategic planning and positioning challenges, and extensive experience working on strategies regarding forest related issues. His broad experience in the forestry community is distinguished and over the past decade he has provided communications and market strategy advice to a number of wood and paper products sector clients. Mr. Anderson has served as principal advisor on issue, image and marketing management challenges for many clients, and has also played a senior role as an advisor to national political leaders.

Since 1995, Mr. Anderson has been a prominent consultant to the forest products sector, serving the Forest Products Association of Canada, the Canadian Forest Service, the BC Ministry of Forests, BC's Forestry Innovation Investment, and the Wood Promotion Network. He has conducted a large number of studies into the market potential for acceptance of Canadian products in export markets, has helped design and manage a number of sector driven communications and advocacy initiatives. Mr. Anderson also completed a multi-national market research study into the perceptions of wood, pulp and paper with customers, in Canada, the US, the UK, Germany, China and several Asian countries. In the course of this work, he developed a comprehensive understanding of the communications networks, which achieve the greatest impact for stakeholders in the forest sector.